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No. 171 December 1974

MAD SALUTES THE BIG CON

...Also In This Issue We Zing "THE STING"

A MIND-BLOWING INCIDENT

ARTIST & WRITER: SERGIO ARAGONES

NUMBER 171 DECEMBER 1974

MAD

"Driving while drunk often leads to mourning after!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—December 1974, Volume 1, No. 171 Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1974 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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THE MAD CRISIS PRIMER Pg. 13

THE LIGHTER SIDE OF DIETING Pg. 20

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"BIBLE RAVE" (MAGAZINE SATIRE) Pg. 35

"THE ROOKERS" (A MAD TV SATIRE) Pg. 43

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LETTERS DEPT.

SERPICOOL

Beneath MAD's humorous satire lies a very penetrating, serious insight into life. This was especially clear in your excellent satire, "Serpicool." The message of police corruption was very real in the film, and your treatment of this abuse was especially revealing through the sharp ridicule. Being so close to the home turf of New York's Finest, you are in a position to judge. Accolades for Drucker and Hart!

Thomas Brock
Tempe, Ariz.

In "Serpicool", you completely ignored the point of the movie and just tried to get some laughs out of it. Remember, satire is supposed to make you laugh and then *think*.

Rebeca Porto
Miami, Fla.

Although police corruption is a harsh and lamentable subject, your satire makes it seem "funny" in the same way M*A*S*H makes the war seem "funny." Much is said in "jest."

Joseph Brown
Staten Island, N.Y.

"Serpicool" was a great satire on a man who should have been made Police Commissioner . . . instead of being made a target!

Paul Sundick
Great Neck, N.Y.

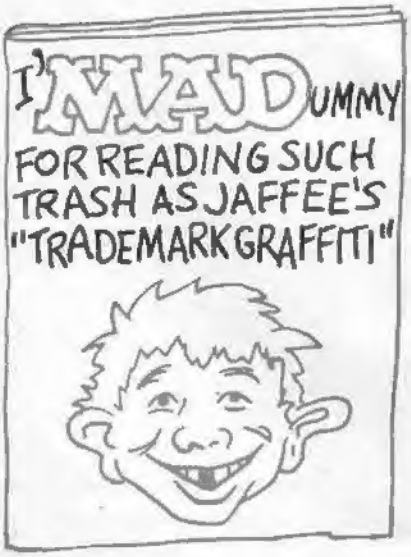
Mort Drucker and Stan Hart's "Serpicool" was really Super-cool!

Michael Komkov
Lubbock, Texas

TRADEMARK GRAFFITI

Al Jaffee's "Trademark Graffiti" was unfair to all, the way good satire should be!

Steven Lionel
Ithaca, N.Y.



Perry Gaither
Tucson, Ariz.

ONE DAY AT NOTRE DAME

Don Martin's "One Day At Notre Dame" proves you've got to play a hunch!

Scott Guidry
Carencro, La.

A MAD LOOK AT FUNERALS

I almost died laughing at "Funerals". What a (MAD) way to go!

Rudolph Crosse
Slayton, Minn.

A MAD HISTORY OF SEX

I was amazed at how tastefully Larry Siegel and George Woodbridge handled "A MAD History Of Sex". It had a good point, too. As soon as I figure out what it is, I'll tell you.

Bob De Moss
Los Altos, Calif.

THE WHOLE "DON" THING IS HERE!

Yes, it is now—finally—available . . . "The Completely MAD Don Martin" . . . a collection of the Best (Or the Worst, if you like!) of MAD's Maddest Artist. All of the memorable mishaps, outlandish adventures and kookie carryings-on of the wild, zany and absurd characters Don Martin has created over the years for MAD Magazine . . . in one book!

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A MAD GUIDE TO STATUS SYMBOLS

In your "A MAD Guide To Status Symbols" you left out: Fancy clothes are not a Status Symbol. Streaking through the Women's Wear Department is.

Dave Nolting
So. Beloit, Ill.

Owning rare first issues of MAD is not a Status Symbol. Using them to house-train your puppy is.

Elaine Schmidt
Langhorne, Pa.

THE HIGH COST OF LIVING

Don't delude yourselves; there is *no* lighter side of the high cost of living!

Selma Lazouri
New York, N.Y.

SAVE THE EAGLE!

Maybe President Nixon will save the eagle. I've heard he's for the birds . . .

Lyra Halprin
Santa Monica, Calif.

A NOSE FOR MAD

I wrote to the Handyman column in my local newspaper and asked them if they had a suggestion for getting the smell out of *old* MAD magazines. They wrote back that they didn't know, and along with the reply they also added that they didn't know how to get the smell out of *new* MADs, either.

William Crawford
St. Bonifacius, Minn.

DRUCKER'S FIRST COVER

I adore Mort Drucker's "Special Cop Out Issue" cover, his *first* cover for MAD. I'll bet your Officer Neuman is the slowest nightstick in his precinct!

Maureen McCaffrey
Pelham Manor, N.Y.

Concerning the subtitle of MAD #169: What do you mean, "SPECIAL" Cop Out Issue?!? Aren't they all?!?

Henry Boterenbrood
Grand Haven, Mich.

Please Address All Correspondence To:
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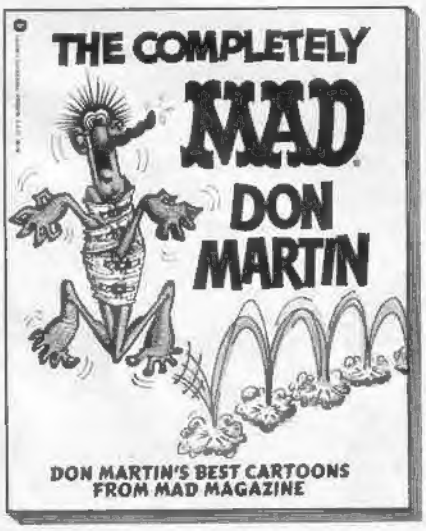

ARE YOU ALL WRAPPED UP IN AN EMPTY-HEADED EXISTENCE?

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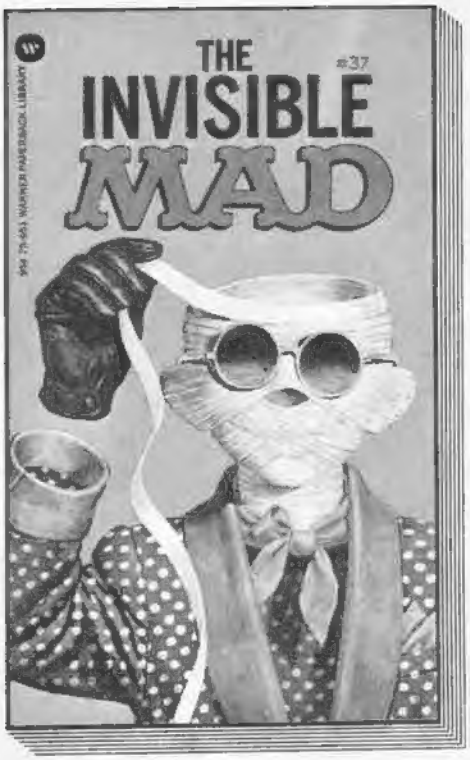
. . . as it zeroes in on the unseen forces responsible for the disappearing morality and vanishing values of our transparent society, and helps you to see through the gauze and effect of national leaders who suffer from lack of vision . . . or who . . . possibly . . . aren't even all there! Yes

THE INVISIBLE MAD

SHOWS YOU THAT LIFE ISN'T ALL THAT MEETS THE EYE—THAT IT'S ACTUALLY

A BIG NOTHING!



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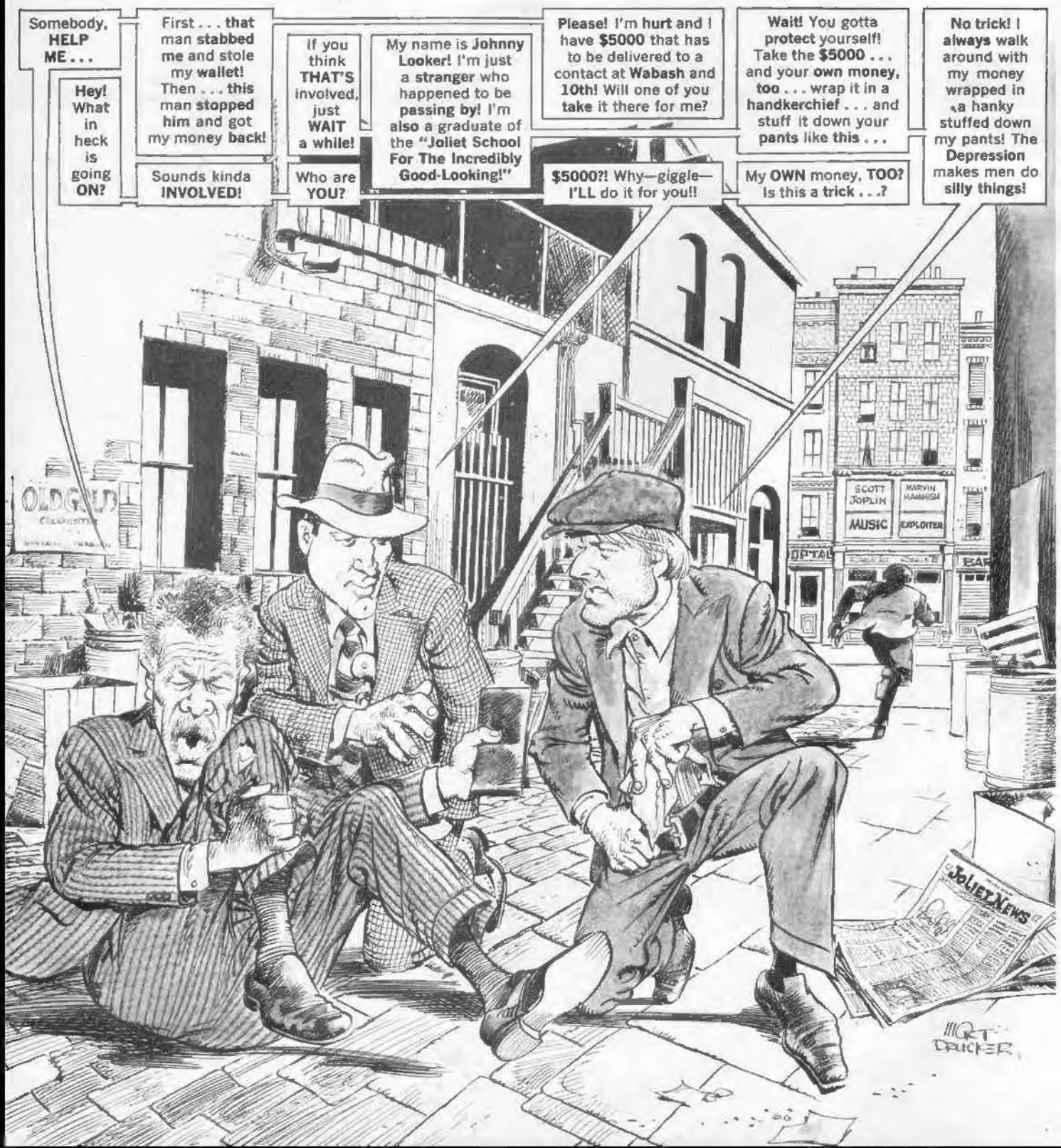
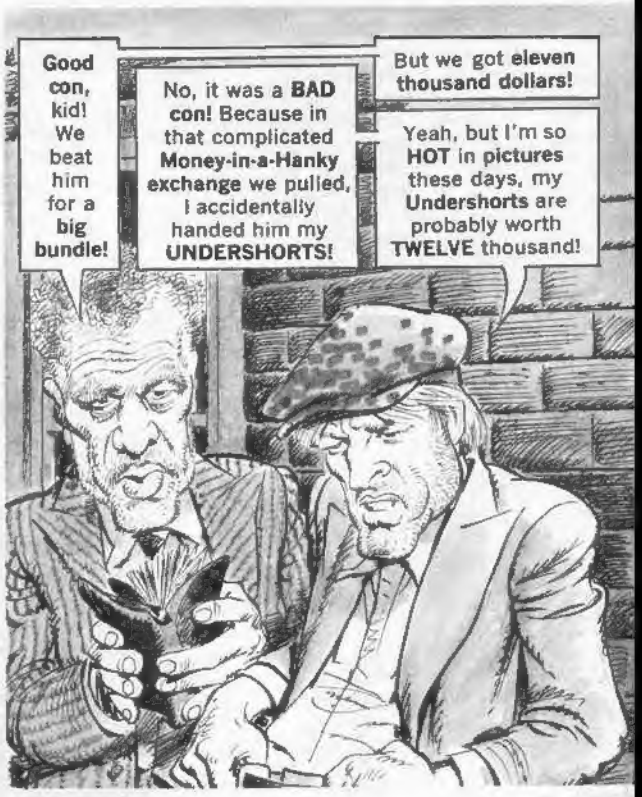
KING CON DEPT.

Throughout the years, Hollywood has given us many beautiful couples... Ginger Rogers and Fred Astaire, Elizabeth Taylor and Richard Burton, Ryan O'Neal and Ali McGraw... but, unquestionably, the most *beautiful* movie couple of *all* is Paul Newman and Robert Redford. "Beautiful" not only in the physical sense, but for Theater Owners in terms of Box Office Receipts. And, as is always the case, in order to capitalize on a movie success, Hollywood has come up with a "sequel"! Yep, if you like charm, wit, style and nostalgia... well, then, go see "Butch Cassidy And The Sundance Kid." *That* movie had *all* those elements. As far as *this sequel* is concerned, we don't know *what* it has! Because we were too confused! Mainly, we're *still* trying to figure out the plot of...

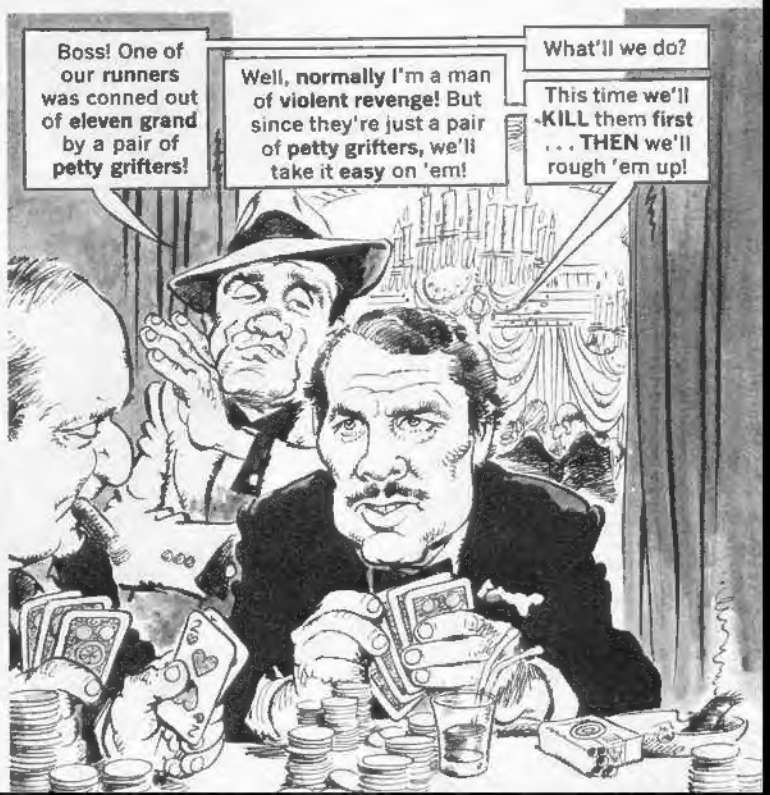
TH



IE ZING

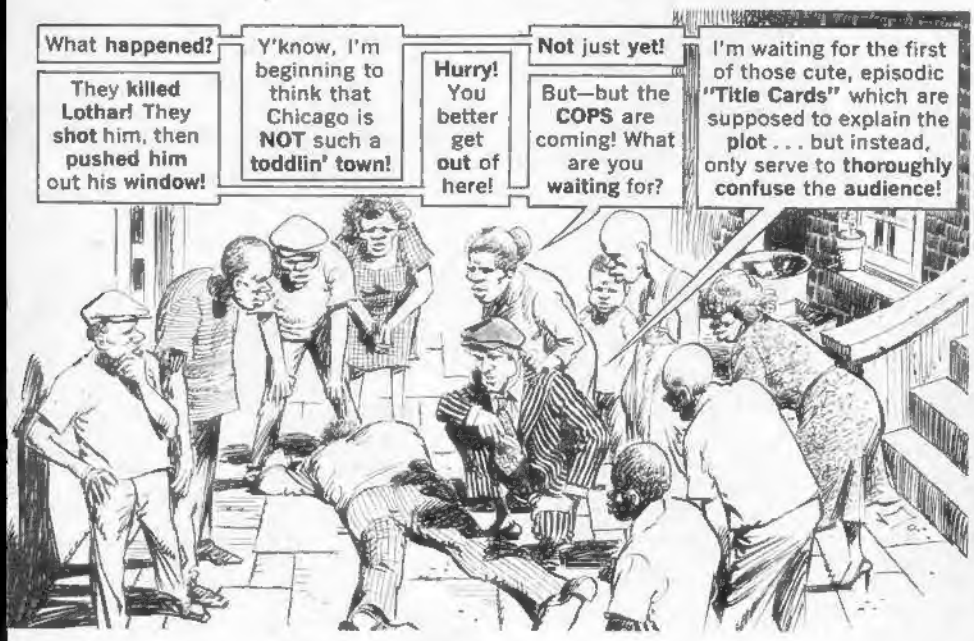


ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN



Okay, bum! I want $2000 from your cut of the take from the con on the numbers runner!
Hey! You can't do that! I'll call the Police!
I AM the Police! I'm Lt. Snide, a corrupt Chicago Plainclothes Cop! And as a complicated sub-plot, weaving its way through the entire film, I will hound you until I catch up with you and beat your pretty face to a pulp!
H—Here's the $2000! Please! Don't do it!
JOHNNY! You mean to say you're afraid of a lousy BEATING from a COP?!?
A beating I could take! But I don't think I can STAND a complicated SUB-PLOT weaving its way through THIS film!

Quick! Let's scram before Lt. Snide examines that money I just handed him!
Well . . . let's put it this way! Those four $500 bills he's got are small . . . orange . . . they have choo-choos . . . and they say "Monopoly" on them!
You—you mean it's COUNTERFEIT?!?

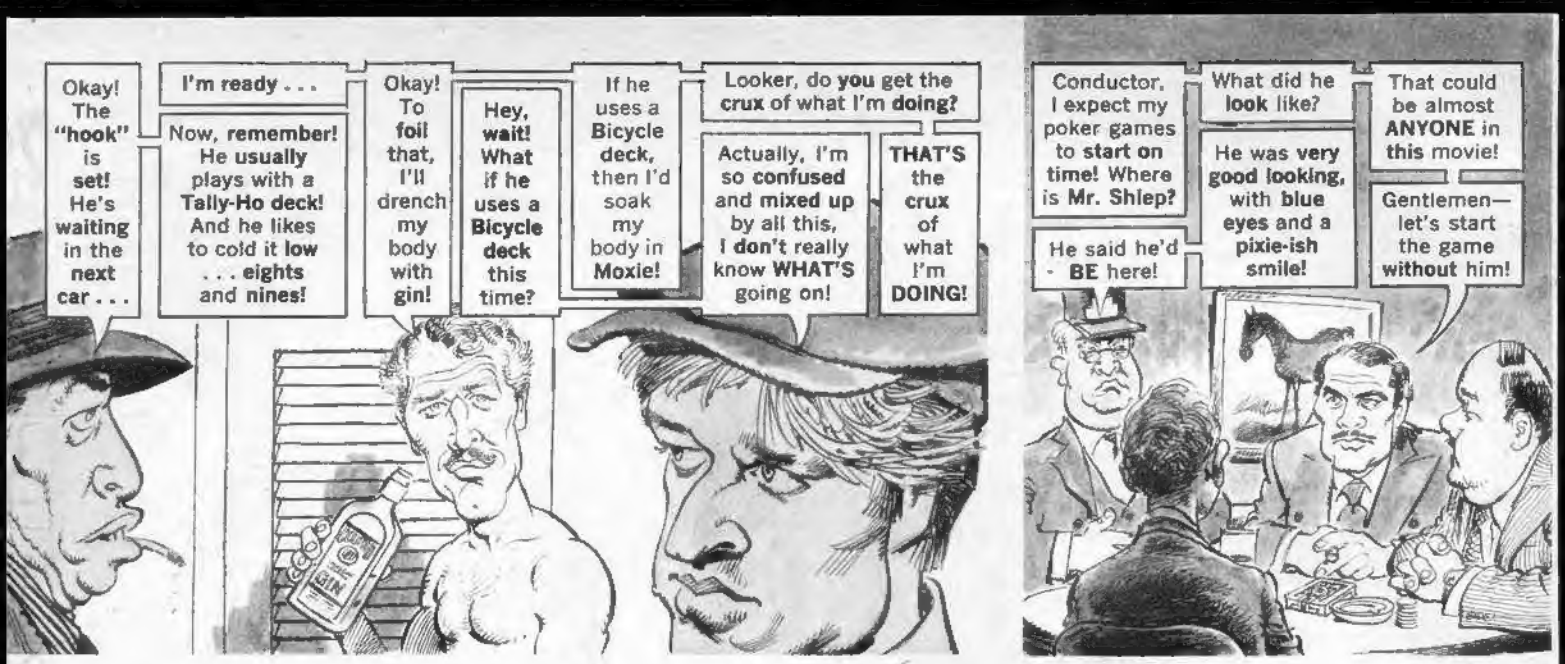

What happened?
They killed Lothar! They shot him, then pushed him out his window!
Y'know, I'm beginning to think that Chicago is NOT such a toddlin' town!
Hurry! You better get out of here!
Not just yet!
But—but the COPS are coming! What are you waiting for?
I'm waiting for the first of those cute, episodic "Title Cards" which are supposed to explain the plot . . . but instead, only serve to thoroughly confuse the audience!

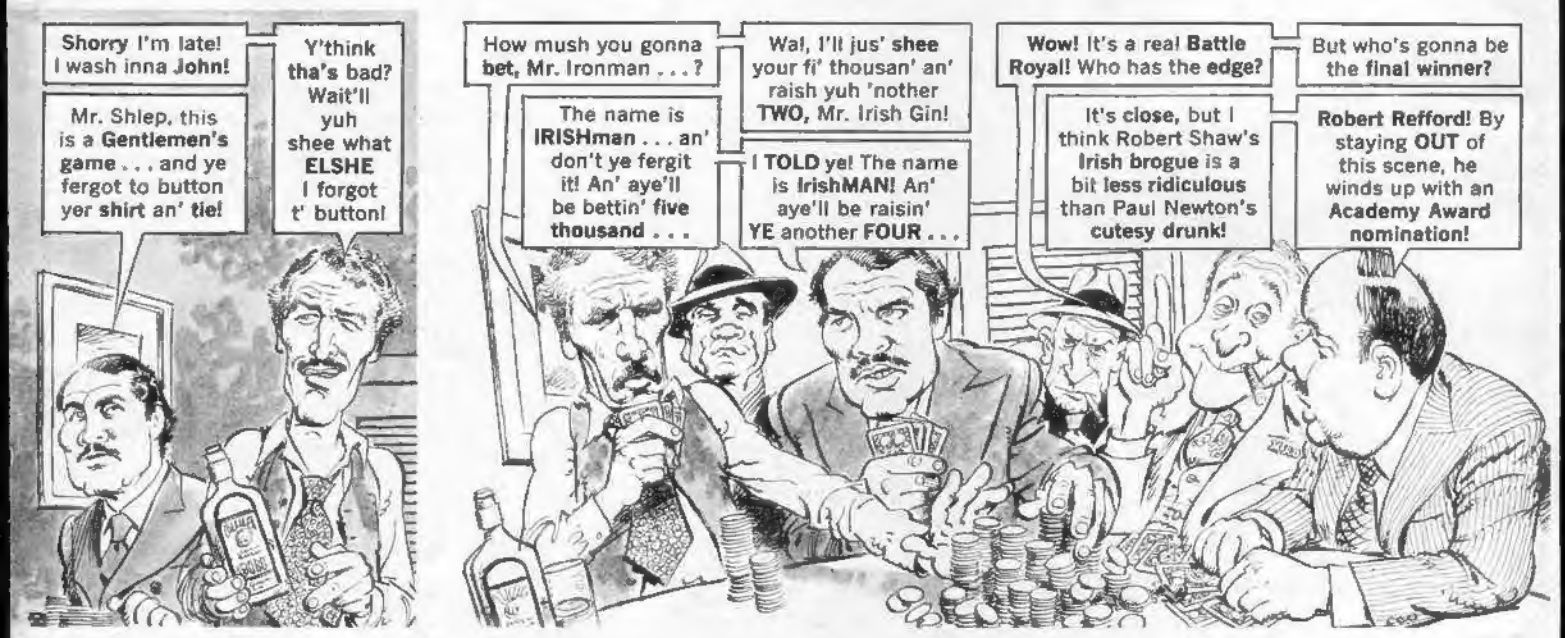
THE CONFUSION
CHICAGO

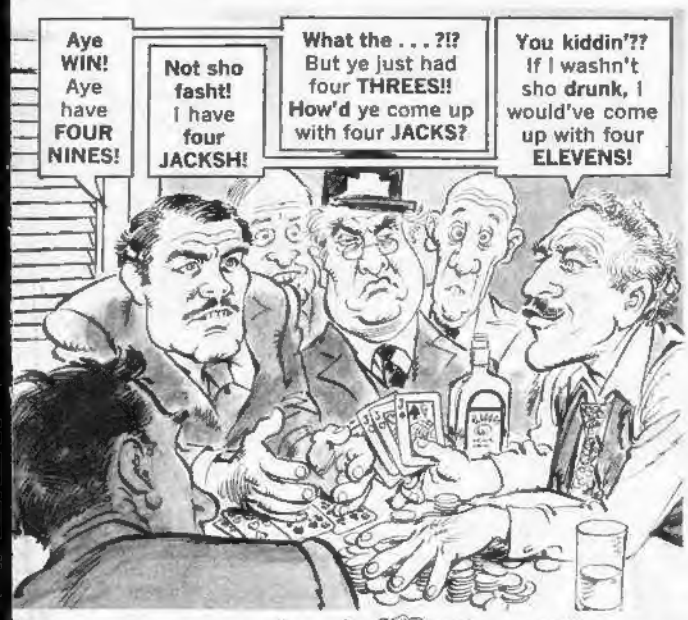
Excuse me! I'm looking for Henny Goniff! I was told he could teach me the "Big Con"!
YOU . . . want to learn the "Big Con"?!?
Yep . . . the second oldest profession in the world!
Henny's upstairs, handsome! But if you . . . stick around, I'LL teach you a few things!
No, thank you, Ma'am! I'm not interested in learning the OLDEST profession in the world!

So, you're the great Henny Goniff?!? Well, say something!
Which way'd they go, Sundance . . . ?
You drunken sot! That was our OTHER picture!
No . . . you're wrong!! That picture IS this picture! The only difference is: We're wearing costumes of the '30's, and now YOU'RE much "hotter" than ME!

My friend Lothar told me you were once the "greatest"! What happened to you?
Well . . . I had some terrifying career set-backs recently!
Yeah? Like WHAT . . . ?
Like "The Mackintosh Man", "Judge Roy Bean" and "Pocket Money"!
You look ridiculous! And you're supposed to be the "King Of The Con"?!? HAH!!
Well, if I'm the "King"—how come YOU'RE sitting on the THRONE?
Well? Am I gonna learn the "Big Con" or not?
Okay, kid! You're on! Now . . . the first thing we do is assemble a mob . . .
Y'know! I was just thinking! We have something amazing in common, you and I!
What's that?
It's amazing how two guys could be so down-and-out —and STILL have such great teeth!
O.K.! Our mark is Dull Irishman!
Irishman? He's not gonna be an easy mark! Anybody here know anything about him?
He's got no known vices! He doesn't smoke . . . drink, or "dip" when he dances!
Hey! I know a terrible secret about him! He CHEATS at CARDS!
Okay, that's it then! Here's the plan! We trap him with the "Card Hustle"! We give him the "Hook" on the train with the "Tally-Ho Deck" and "The Reverse Shuffle"! We follow up with the "Fake Bookie" set-up! We suck him in with the "Telegraph Office" ploy, slip him the "Shut Out" and cap it with the "Zing"!
What do you think, Looker?
It's an OLD TRICK . . . but it just might work!
I'm doing this thing for revenge! How about you?
Me? I'm doing it for the thrill of the con . . . the exhilaration of seeing a mark separated from his money in a brilliantly-conceived fantastic plan!
Is THAT all you WANT out of it?
No, If the con WORKS, I may ALSO be able to buy a shirt with SLEEVES!
I'm looking for a grifter named Johnny Looker! I know he hangs out here!
Johnny Looker? He ain't been in yet tonight!
I'll wait!
It may be a while! Why not spend the time making love to one of my girls?
ME?!? Spend time making love to one of your girls!?! That's crazy! I'm a Chicago Policeman!
Oh! Well in that case . . . maybe you'd like to spend the time BEATING UP one of my girls!
THE BEATING
This place is perfect for a gambling room! O.K., get furniture, teletypes and a bar! We're making it into a fake Bookie Joint!
A fake Bookie Joint? Who's the mark . . . ?
Dull Irishman! We're gonna pull the "Big Con" on him!
Dull Irishman?! The "Big Con"?! I bet you don't pull it off!!
See . . . ? I TOLD you this place was perfect! Notice— we're gambling ALREADY!

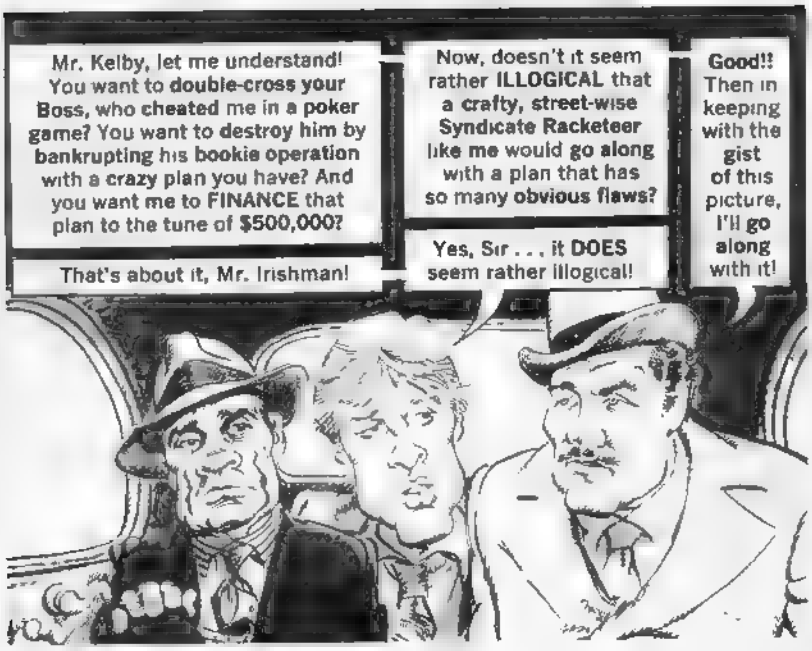

Okay! The "hook" is set! He's waiting in the next car . . .
I'm ready . . .
Now, remember! He usually plays with a Tally-Ho deck! And he likes to cold it low . . . eights and nines!
Okay! To foil that, I'll drench my body with gin!
Hey, wait! What if he uses a Bicycle deck this time?
If he uses a Bicycle deck, then I'd soak my body in Moxie!
Looker, do you get the crux of what I'm doing?
Actually, I'm so confused and mixed up by all this, I don't really know WHAT'S going on!
THAT'S the crux of what I'm DOING!
Conductor, I expect my poker games to start on time! Where is Mr. Shlep?
He said he'd BE here!
What did he look like?
He was very good looking, with blue eyes and a pixie-ish smile!
That could be almost ANYONE in this movie!
Gentlemen—let's start the game without him!


Shorry I'm late! I wash inna John!
Mr. Shlep, this is a Gentlemen's game . . . and ye fergot to button yer shirt an' tie!
Y'think tha's bad? Wait'll yuh shee what ELSHE I forgot t' button!
How mush you gonna bet, Mr. Ironman . . . ?
The name is IRISHman . . . an' don't ye fergit it! An' aye'll be bettin' five thousand . . .
Wa!, I'll jus' shee your fi' thousan' an' raish yuh 'nother TWO, Mr. Irish Gin!
I TOLD ye! The name is IrishMAN! An' aye'll be raisin' YE another FOUR . . .
Wow! It's a real Battle Royal! Who has the edge?
It's close, but I think Robert Shaw's Irish brogue is a bit less ridiculous than Paul Newton's cutesy drunk!
But who's gonna be the final winner?
Robert Refford! By staying OUT of this scene, he winds up with an Academy Award nomination!


Aye WIN! Aye have FOUR NINES!
Not sho fasht! I have four JACKSH!
What the . . . ?!? But ye just had four THREES!! How'd ye come up with four JACKS?
You kiddin'?? If I washn't sho drunk, I would've come up with four ELEVENS!

Conductor! This man is a cheat! This game is a farce! What do you say to that?
Aboard! All aboarrrrrd! Tickets . . . please! All tickets . . .

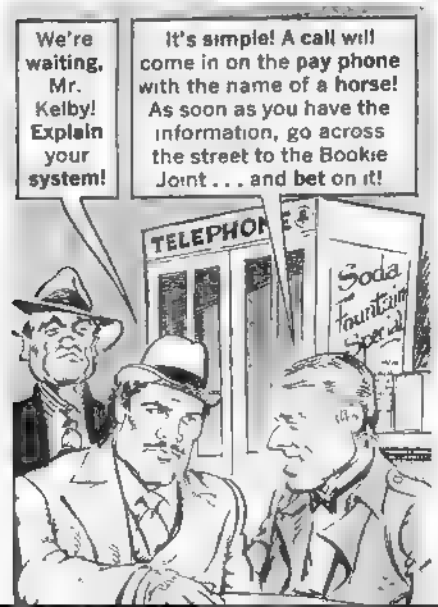
THE TICKET


Mr. Kelby, let me understand! You want to double-cross your Boss, who cheated me in a poker game? You want to destroy him by bankrupting his bookie operation with a crazy plan you have? And you want me to FINANCE that plan to the tune of $500,000?
That's about it, Mr. Irishman!
Now, doesn't it seem rather ILLOGICAL that a crafty, street-wise Syndicate Racketeer like me would go along with a plan that has so many obvious flaws?
Yes, Sir . . . it DOES seem rather illogical!
Good!! Then in keeping with the gist of this picture, I'll go along with it!

What's the Special today!
We're featuring Barracuda!
I don't see Barracuda on the menu!
I'm talking about ME!!
Drink MOXIE
.90

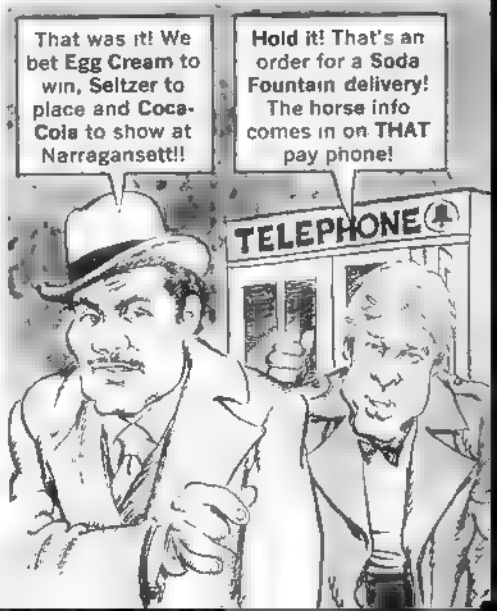
Look at this TURNOUT! All of Chicago wants to get in on the "Big Con"!
Do you realize that every Con Artist, Grifter and Thug around is in this room!
Yeah! Let's go outside in the dark alley, where it's SAFE!!

Okay . . . state your name . . . and Con Game!
I'm The Peoria Kid! I once swindled an old lady out of her life's savings!
You're in! Step over and take a suit . . .
I'm Irv Muntz! I picked Al Capone's pocket on State Street . . . that great Street!
You're in! Step over and take a suit . . .
I'm Sid Wabash! I saw a man, he danced with his wife! He had the time, the time of his life!
That's not a Con! That's a SONG! Who sent you?
UNIVERSAL PICTURES! They want to make sure each scene overflows with warmth and nostalgia!
Okay! You're in! DANCE over and take a suit!


We're waiting, Mr. Kelby! Explain your system!
It's simple! A call will come in on the pay phone with the name of a horse! As soon as you have the information, go across the street to the Bookie Joint . . . and bet on it!
TELEPHONE
Soda Fountain Special

Ring! Ring!
ELEPHONE

Hello? Yes? Yes . . . O.K.!


That was it! We bet Egg Cream to win, Seltzer to place and Coca-Cola to show at Narragansett!!
Hold it! That's an order for a Soda Fountain delivery! The horse info comes in on THAT pay phone!
TELEPHONE

. . . and in the sixth at Be mont, it's LUCKY NICK, winning by a length and pay.ng $25!

LUCKY NICK! That's the horse I had! I WIN!

Beautiful! He's actually falling for the phony set-up!

Relish this moment, kid! Because it could only happen here and now . . . in The Golden Age Of The Big Con . . . Chicago, of the thirties!

Oh, yeah . . . ?! Just wait until Washington, of the Seventies!

Now, you got this deal straight, P.J ? We pose as painters to con the Telegraph Office Manager into giving us the use of his office! Then, we pose as real Telegraph Agents to con Irishman when he arrives any moment with Looker! And we've got exactly 17 seconds to pull off the whole switcheroo!

It's scenes like this that make me miss the "realism" and "credibility" of "MY FAVORITE MARTIAN"!

This is my contact at Western Union! He gets the Race Results and calls me before he calls the Bookie Joint!

You mean you actually BUY that story?!?

Gee . . . after we're through HERE . . . there's a bridge in BROOKLYN I want you to look at!

Hmm! Okay, I'm in for the $500,000!

Yes . . .

Quick! Hide me in the bathroom in the back!

There's a man outside who's after me! If he catches me, I'm in the biggest jam of my life!

No . . . he's the Producer of "The Great Gatsby"!

Why??

Is he a COP??

THE PRODUCTION

Okay—here's Johnny Looker! I finally nabbed him for you guys!

Hey! What is this?

I'm Special Agent Poke of the F.B.I.! I asked Lt. Snide to bring you in! We're after your friend, Henny Goniff . . . and we got a tip that he's running a Big Con on the South Side . . .

I don't know anything about it! Not a thing!

Listen, if you don't cooperate, I'll call that crazy Commie Nut, Sadie Mafoosky, and tell her where you are! You remember her, and THE WAY YOU WERE!

I'll talk!! I know EVERYTHING about it! EVERYTHING!!

Now, we wanna come in on "The Zing" and make the pinch!

Okay, but will you wait till the chump is hooked?

That's okay with us! We don't care about the mark!

Then it's a deal! As long as I get to finish the play!

Just don't try to fold the con on us!

Gosh, no! Golly gee! Why, I wouldn't do that! No siree!

Huh? WHAT did you say?

Ooops! It slipped! I reverted to my real life personality! And I was doing so well up to now!

You woke me up, you deadbeat! Go away! I need my Beauty Sleep!

Please . . . let me in, Doretta! I'm lonely and I must make love to you!

A girl needs tender words and compliments before she can let a guy make love to her! First tell me how I compare to the other sexpots you've known!

Gee, the only other sexpot I've known is Henny Goniff!

Your mustache is MUCH SMALLER!

Well . . . how do I compare to HIM?

Okay, you can come in!

She was running to meet me, and you—you KILLED her!

Yes . . . just before she killed YOU! She was a "Hit" lady, sent by the Mob to entice you with her good looks!

WHICH Mob did that?

The Polish Mafia!

Okay, Gus! This is it! The big moment! Irishman is on his way with the $500,000 and the name of the horse! Everybody, take your places for . . .

THE ZING

Nobody move! We're F.B.I. agents! This is a raid!

Quick! You'd better get out of here, Mr. Irishman!

But . . . what about my $500,000?!?

You can kiss your $500,000 goodbye! It's dead and gone!

But what about Mr. Shlep and Mr. Kelby?

They're ALSO dead and gone! Can't you see?

I see it . . . but I don't UNDERSTAND any of it!!

YOU don't understand?

Look at the expressions on the faces of the movie audience!!

BLAM

Wow! What a CON!! Everyone thought we were dead for the last two minutes!

A lot of people who saw our performances thought we were dead for the last NINETY minutes!

Fellas . . . I got GOOD NEWS, and BAD NEWS! First, the GOOD NEWS:

We conned Dull Irishman out of $500,000!

Now, the BAD NEWS! The whole operation cost us $700,000!

Which means we LOST $200,000!

Alfred's Poor ALMANAC

OCTOBER

FRI 4	Charlton Heston's birthday. At noon today the waters of his swimming pool will part and he'll walk across.	THURS 3	MAD 171 goes on sale. Publisher predicts sales will hit new peak.
SUN 6	Producer of "Three Musketeers" orders change in sword-fighting scene after viewing first run-through, 1973.	SAT 5	Harold McChesney is disinherited by rich uncle, comes down with heir sickness, 1956.
TUES 8	Wilma Witkin is smacked in teeth by husband Myron, sues for divorce on grounds of dental cruelty, 1970.	MON 7	Alfred says: Overworked atomic physicist generally has too many ions in the fire
THURS 10	Beware of the crooked poncho maker—he'll try to slip one over on you!	WED 9	After downing his eighth can of beer, Roland Fleemer reaches his pint of no return, 1966.
SAT 12	Tahiti planter J.B. Croom develops a money bearing tree when he crosses his palm with silver, 1904.	FRI 11	French Revolutionaries guillotine first victim; leader says it's just a drop in the bucket, 1793.
MON 14	Columbus Day Thanks to him, everybody knows the real shape the world is in—namely lousy.	SUN 13	Trigger makes first appearance in Roy Rogers movie, is applauded for bit part, 1937.
WED 16	When two vampires fight, there's generally bad blood between them.	TUES 15	Some people say Nebuchadnezzar was a great and wise king—actually he was a Babylon idiot.
FRI 18	George C Scott's birthday Friends to honor him with lavish party, which he'll refuse to attend.	THURS 17	An unemployed, out-of-shape contortionist has a lot of trouble making ends meet!
SUN 20	Philo Knill is hired as tailor for nunnery, finds that his work is habit-forming, 1922.	SAT 19	Jack Anderson's birthday. Celebrate the occasion by informing on a good friend.
TUES 22	Ornithologist Mortimer Exley develops giant twelve-foot bird, gets carried away with his work, 1955.	MON 21	Any bribable cop will do in a pinch!
THURS 24	A woman who buys a cheap pair of nylons is pretty sure to get a run for her money.	WED 23	Johnny Carson's birthday. Ed McMahon will celebrate occasion by walking on knees all the way to the studio.
SAT 26	While you're reading these words, 60,000,000 people on the distant planet Varkka are quietly going meshuggah.	FRI 25	Morris Oglevie discovers a new tax shelter—Argentina, 1955.
MON 28	Spanish Inquisition puts first prisoner on rack after judge sentences him to a short stretch, 1229.	SUN 27	Midget concert pianists are good for the ego because they constantly play up to you.
WED 30	No matter how you feel about warts, they have a way of growing on you!	TUES 29	5th anniversary of Nixon's 7th crisis, 2nd anniversary of 19th crisis, first anniversary of 85th crisis. YiiPE
		THURS 31	Chiang kai-Shek's birthday. An hour after celebrating it, you'll feel like celebrating again 主席

WRITER, FRANK JACOBS

NOVEMBER

		FRI 1	Think back on what you were doing on this date two years ago. Doesn't it make you want to throw up?
SAT 2	Byron Aukblight closes down dress shop for two months, explains it's the slack season, 1950.	SUN 3	Undertaker Irving Pabst enters National Casket Contest, wins blue ribbon for his bier, 1905.
MON 4	Udley Farquahr discovers Magnetic Pole, namely Warsaw film starlet Mamie Van Zybryck, 1964.	TUES 5	Sing-Sing resident Fred Frink takes up landscape painting, gains reputation as con artist, 1938.
WED 6	Mrs. O'Leary admits that she, not her cow, started Chicago fire, blames it on her burning ambition, 1871.	THURS 7	Spending an evening with a pick-pocket is usually good for a lift.
FRI 8	Dr. Christian Barnard's birthday. Chums wish to present him with surprise gift, but lack the heart to do it.	SAT 9	Although your life seems hopeless, a week from now you'll look back and realize that today was a picnic.
SUN 10	Schlomo MacHardee opens tire-repair business, announces that he'll charge a flat rate, 1933	MON 11	Three Hollywood actors turn down title role in "The Invisible Man", contending it's a nothing part, 1934.
TUES 12	Princess Grace's birthday. Entire population of Monaco forced to see "High Society" or be deported.	WED 13	MAD 171 goes off sale. Publisher's prediction proves correct as a newsstand opens up on Mount McKinley.

DOOM IT MAY CONCERN DEPT.

Today, we live in an ever-changing world. And every time there's a change, there seems to be a Crisis. You hear all about Crises on the TV News, and you read all about them in Newspapers, but do you really understand what in heck they're talking about? To explain various Crises that affect us, here is

THE MAD CRISIS PRIMER

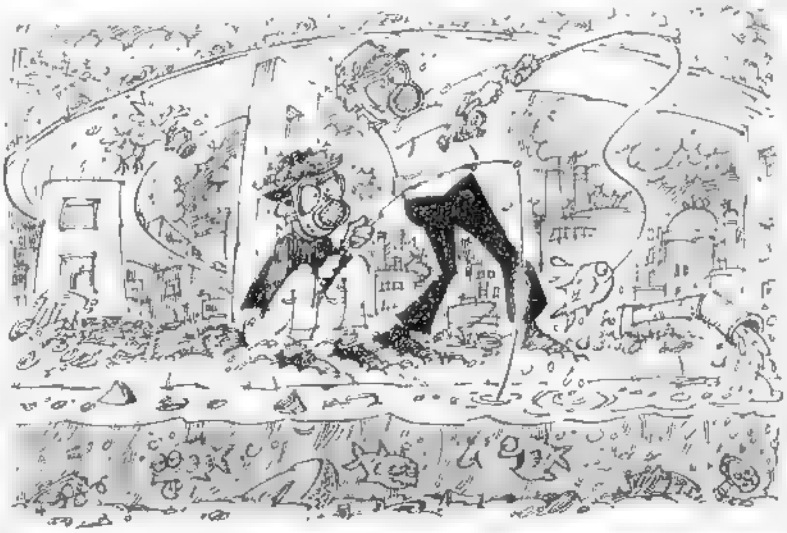
ARTIST: PAUL COKER, JR. WRITER: STAN HART

Chapter 1

THE ECOLOGY CRISIS

See the terrible environment we live in.
Listen to the birds.
They don't sing anymore.
They are too busy
Coughing and sneezing and throwing up.
See our rivers and streams.
See how polluted they are.
Yecch! Hocch! Ptuey!
See the fishermen catching fish.
It is easy to catch fish in our rivers
The fish *want* to get caught
So they can get *out* of the yecch, hocch, ptuey.

Why is there an Ecology Crisis?
Because of all the burning of high sulfur fuels
And the emissions from millions of automobiles.
How do we solve the Ecology Crisis?
Simple! We replace it with...



Chapter 2

THE ENERGY CRISIS

In order to solve the Energy Crisis
The Government postpones Auto Emission Controls
And removes the ban on burning high sulfur fuels.
Bye-bye, Ecology Crisis! Hello, Energy Crisis!
To save energy, we must turn down our heaters
And keep our homes no higher than 68 degrees in Winter.
To save energy, we must turn up our air conditioners
And keep our homes no lower than 72 degrees in Summer.
Maybe we should use our heaters in Summer
And our air conditioners in Winter.
68 degrees is deliciously cool in Summer
And 72 degrees is toasty warm in Winter.

There are many plans for developing more energy,
Like using wind power, or sun power,
Or even extracting oil from compressed animal droppings.
If that works, just imagine the mobs of people
Who'll be standing around Congress with shovels.

Chapter 3

THE GASOLINE CRISIS

See the lines of cars at the gas station.
People are waiting to get three gallons of gas
So they can make it to the next gas station.
Some people fill gas cans and keep them in their cars.
With these gas cans, they can travel a long way:
Straight up, when the cans explode in their cars.
Our Gasoline Czar in Washington has just announced
Another new plan to solve the fuel shortage.
He talks of allocations and price adjustments.
He is doing a great job keeping us on the move.
Because of him, Americans
Have been going around in circles for months.

To eliminate the fuel shortage, the Government
Wants to give the Arabs more money for their oil.
Do the Arabs really need the money?
Sure they do! Can you imagine what it costs
To launder sixty million bed sheets?

Chapter 5

THE CONFIDENCE IN GOVERNMENT CRISIS

Some people in this world actually do not believe
What their Governments tell them.
These people were once known as "Cynics"!
Now they are known as "Americans"!
Americans are very confused.
They think our President has something to hide
Just because he erases White House tapes,
And fires Special Prosecutors and Attorney Generals.
They don't understand that the President
Is just trying to bring back the good old days
Of King George The Third.
And Mr. Agnew confused Americans even more
He asked them to believe him when he said he wasn't guilty,
And asked them *not* to believe him when he told the courts he *was*.

Americans distrust Presidential Appointees who work in secrecy,
Like Presidential Lawyers and Advisors who work behind locked doors
Of Federal Penitentiaries

Chapter 7

THE WORLD CRISIS

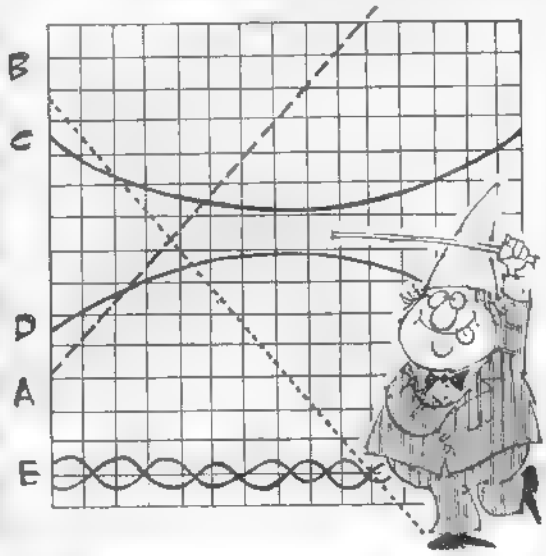
Pick your favorite Crisis on a map of the world
How about the Far East?
The Americans arranged a peace
To end the Vietnam War Crisis.
Then the Americans went away.
Unfortunately, the war did not.
Perhaps you like the Middle East?
See the Arabs and Israelis ready to blow each other up.
The Americans arranged a peace
To solve the Middle East Crisis
Then, the Americans went away.
Unfortunately, the Crisis did not.
Today, in an effort to avoid confrontation,
The Americans and the Russians are acting as peacemakers.
The Russians are supplying the Arabs with weapons,
And the Americans are supplying the Israelis with weapons.
So the two of them can kill each other.
And leave us two peacemakers alone.

Chapter 4

THE FOOD CRISIS

Scientists are predicting a coming Food Crisis.
There are too many hungry people in the world,
And not enough food to feed them.
What can be done?
Well, for one thing, how about feeding only the people
Who are *not* hungry? They eat a lot less!
In the U.S.A. we have a wheat shortage
Because the President sold wheat to Russia, cheap.
Why did he do that?
Because he knew it would make him popular
With the Russian people.
Why didn't he just keep the wheat here?
Because he knew it was too late to be popular
With the American people.

Wouldn't it be wonderful if everyone had enough to eat?
Then, there would be nothing to worry about.
Except, perhaps, the impending Toilet Paper Crisis!



Chapter 6

THE ECONOMIC CRISIS

See the Graph Line marked "A" go up and up and up.
This line represents the Cost of Living.
Wave "Bye-bye" to this line as it goes out of sight.
See the Graph Line marked "B" go down and down and down.
This line represents the Purchasing Power of the Dollar.
Say "Farewell" to this line, it is never coming back.

See the Graph Line marked "C" curve down and then up again.
This line represents the President's Mouth
As he tells us that our economy is in great shape.
See the Graph Line marked "D" curve up and then down again.
This line represents the Consumer's Mouth
When she sees the prices skyrocketing in the supermarket.

See the Graph Lines marked "E" join, then part, then join again.
They represent a Penmanship Exercise.
What is a Penmanship Exercise doing in this Chapter?
Nothing, but it makes about as much sense as our Economic Condition.

Chapter 8

THE MORALITY CRISIS

See the porno movie house.
It is a product of the Morality Crisis
That many people are up in arms about.
Mostly, older people!
Porno pictures show people making love.
"Disgusting! Degrading! Un-American!"
Say our moral leaders.
"Ban porno movies! Show Clint Eastwood pictures instead!"
"All they portray is killing, maiming and bloodshed."
"Three respected American Traditions!"

See the young man and young woman living together.
They have no use for marriage.
Their parents say they are destroying
The Institution of Marriage.
Parents have a great respect for
The Institution of Marriage.
Many of them have tried it again and again!

Chapter 9

THE CRISIS OF THE CITIES

See the crowded city.
See the unhappy city dweller.
Is he unhappy because too many people live in the city?
No, he is unhappy because too many people *die* in the city!
City dwellers have big problems.
Every day, hundreds of them are
Stopped, insulted, abused and beaten.
And that's by the Police!
Muggers are even worse!

Many people are leaving the cities.
They want to live in an environment
Where their kids can be happy.
So they move to the suburbs
And spend three hours a day
Commuting to and from the city where they work.
They don't have any time left to spend with their kids.
Maybe that's why the kids are so happy.

Chapter 10

THE MEDICAL CRISIS

See the long lines at the Hospital.
See the people waiting three or four hours for treatment.
Some will wait even longer if it's not an emergency.
Hospital costs are astronomically high.
Over $100 a day for a Hospital Room.
Smart people never go to Hospitals.
When they're sick, they check into Luxury Hotels
Like the Waldorf Astoria. It's cheaper!

See the man on the street. His leg is broken.
The Ambulance will arrive just as soon
As the Ambulance Attendants finish their coffee break.
Then, they will put the injured man into the Ambulance,
And turn on the siren so it emits a frightening shriek,
And speed through the city, cutting off cars and running red lights,
And slamming on the brakes at the Hospital Entrance.
When they arrive, the poor man's leg will no longer hurt.
He'll have died of a heart attack during the terrifying ride.

Chapter 11

THE CRISES CRISIS

See what kind of a world we live in
Crises, Crises . . . everywhere you turn.
There are no longer any "Problems," just Crises.
How does a simple Problem become a Crisis?
Easy! It's put on the TV News.
And it's an Instant Crisis
Because a Problem is boring, but a Crisis gets ratings.
Oh, well . . . that's Show Biz!
And Newspapers scare you even more
By creating Crises of their own
Because one of Newspapers' biggest Crises these days
Is trying to stay in business competing against TV News.

See the man in the Strait Jacket
One day he didn't watch TV or read a Newspaper.
He wasn't aware of a single new crisis.
He went insane.
He just wasn't prepared to live in a world without crises.

DON MARTIN DEPT. PART I

ONE MORNING IN SURGERY

There . . . Whew!! It's finished . . .

This was one tough operation! I had to re-build his entire face . . . practically piece by piece!

D. MARTIN

IT'S IN THE PUNCHCARDS DEPT.

Chances are that everyone in the known world over the age of ten has had at least one battle with a computer in his lifetime. There's just something about the arrogant, stubborn refusal of a machine to reconsider even its most blatantly stupid acts that seems to bring out the beast in us. As a result, we spend most of our free time fighting a full scale war against computers. Tragically, it's a war we're all destined to lose. Let's face it: we're only human beings armed with nothing but logic and intelligence. These weapons are no

WE'RE LOSING OUR WAR

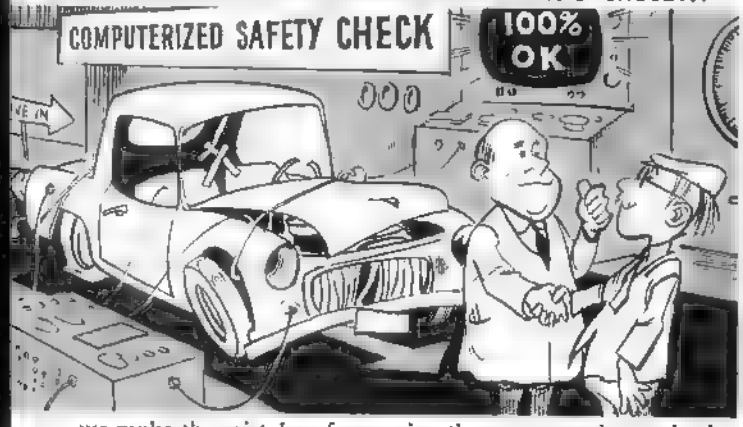
WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

. . nothing will change their minds once they're convinced you've sent in 30,000 subscriptions to the same magazine.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

. . . they invariably continue to list a car as stolen for at least 6 months after it's been recovered and returned.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



. . we make the mistake of assuming they never make a mistake.

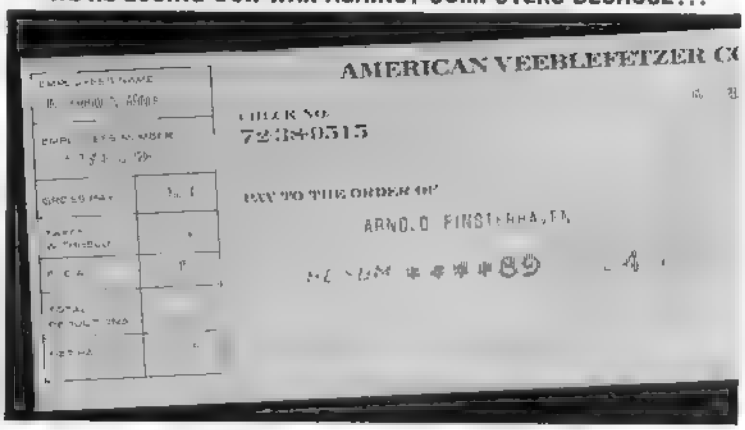
WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

. . . they remember everything about us we'd like forgotten.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

. . their screening of Police M.O. files somehow proves that every left-handed Baptist who owns a De Soto is the Mad Killer.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



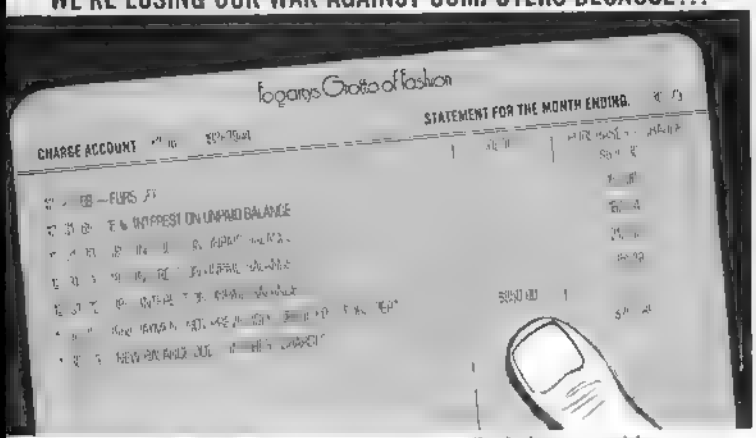
. . . they're so smug about being able to solve complex equations, they won't stoop to learn simple arithmetic.

match for a computer's tireless determination to keep repeating its idiotic goofs until our spirits are broken. Worse yet, we are plagued by a cult of Computer Worshippers among our own kind who perpetuate the ridiculous myth that humans are always wrong. So, in case you're one of those bubble-brained idealists who clings to the belief that righteousness must eventually triumph, just consider how the punch cards are stacked against you in this fight. Then, you'll agree with MAD's battlefront analysts who cite these twelve reasons why

AGAINST COMPUTERS

ARTIST: BOB CLARKE WRITER: TOM KOCH

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

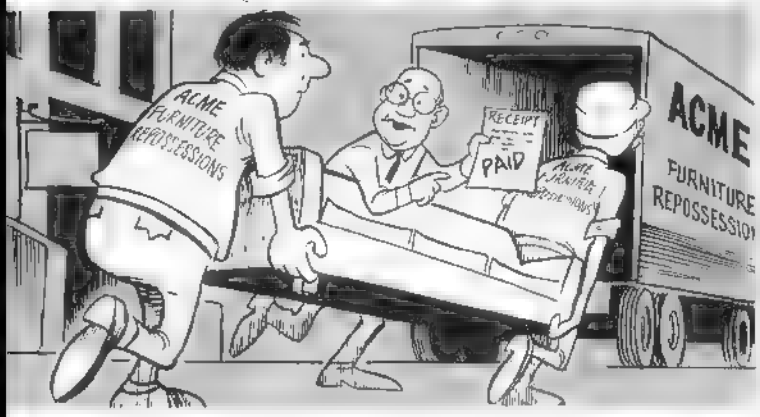


. . . they take years and years to find their stupid mistakes, and then they expect us to pay for them.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

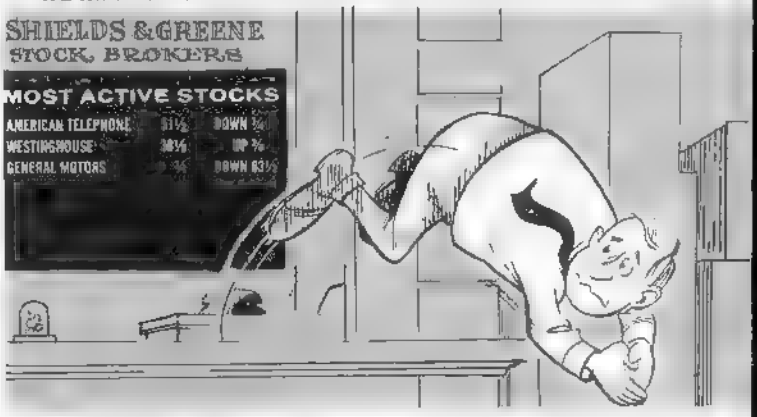
. it's futile to call up and complain about a mistake, since the machine that goofed is the same one that answers the phone.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



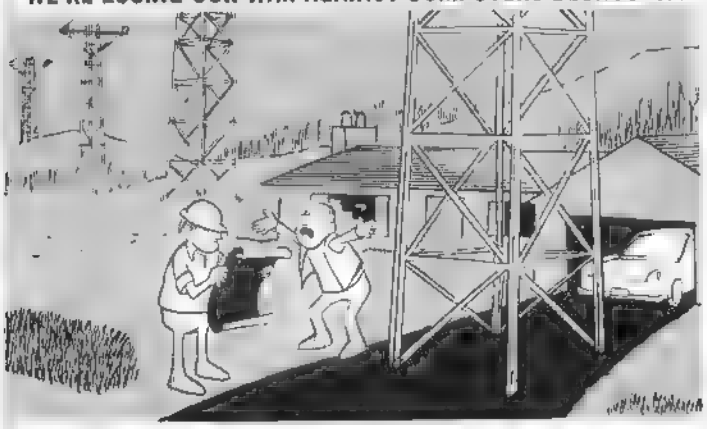
. . . they forget everything about us we wish they'd remember.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



. . . their dumb mistakes can cause us to make fatal mistakes.

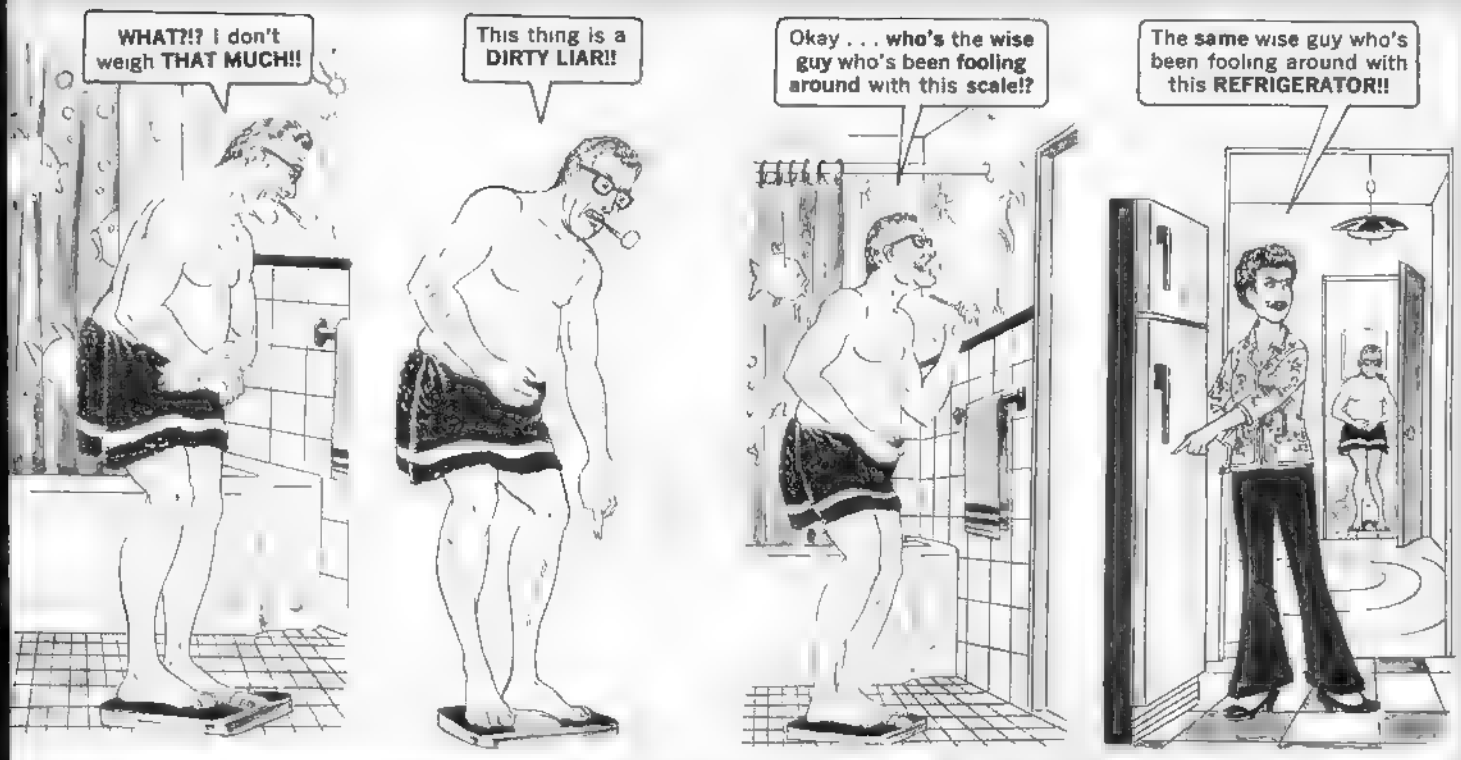
WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



. their opinion of the most efficient way to do things is definitely only their opinion.

WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...

. . . they assume that Q X. Zlyk, Q.X. Zlyk, Sr , and Q.X. Slyk, Senior, are three different people . . . two of whom didn't pay their Income Tax.



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... DIE

TING

WRITER & ARTIST: DAVID BERG

I figured if I'm going to diet, I might as well do it right! So I went out and bought all these books on the subject!

That's DUMB! If you're going to diet, you should do it under a Doctor's care! These authors have their crackpot theories . . . and none of them agree!

Oh . . . but they DO!!

They all say the same thing!

Oh, yeah? What's that?

That the OTHERS are ALL WRONG!!

Diane, darling! You look outrageous . . . slim, trim and sexy!

Yeah! Thanks a heap!

Tell me! What's your secret?

It's not such a secret! Everybody's talking about it!

Was it a "Low-Starch" diet? A "Low-Protein" diet? A "Low-Cholesterol" diet? Or a "Low-Carbohydrate" diet?

None of those! It has a much longer name!

It's called a "Low-Income-In-Inflationary-Times-And-Who-The-Heck-Can-Afford-To-Eat-At-Such-High-Food-Prices" diet!

Let me serve you some coffee and cake!

Please, no! Just thinking about dessert makes me gain five pounds!

Then just take the coffee black!

Okay! That, I will! Cream has a trillion calories! And sugar has a zillion! Which is why I carry around my own Saccharin!

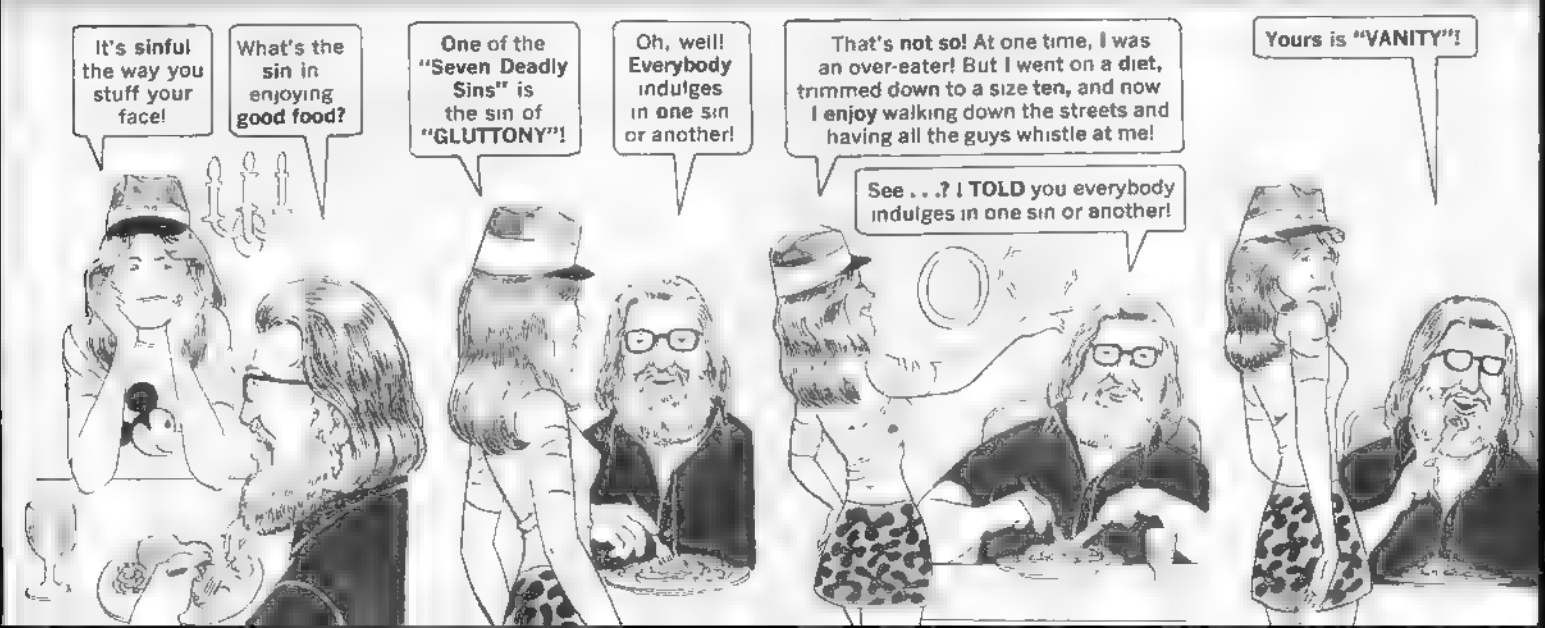
I must say, you have tremendous self-control!

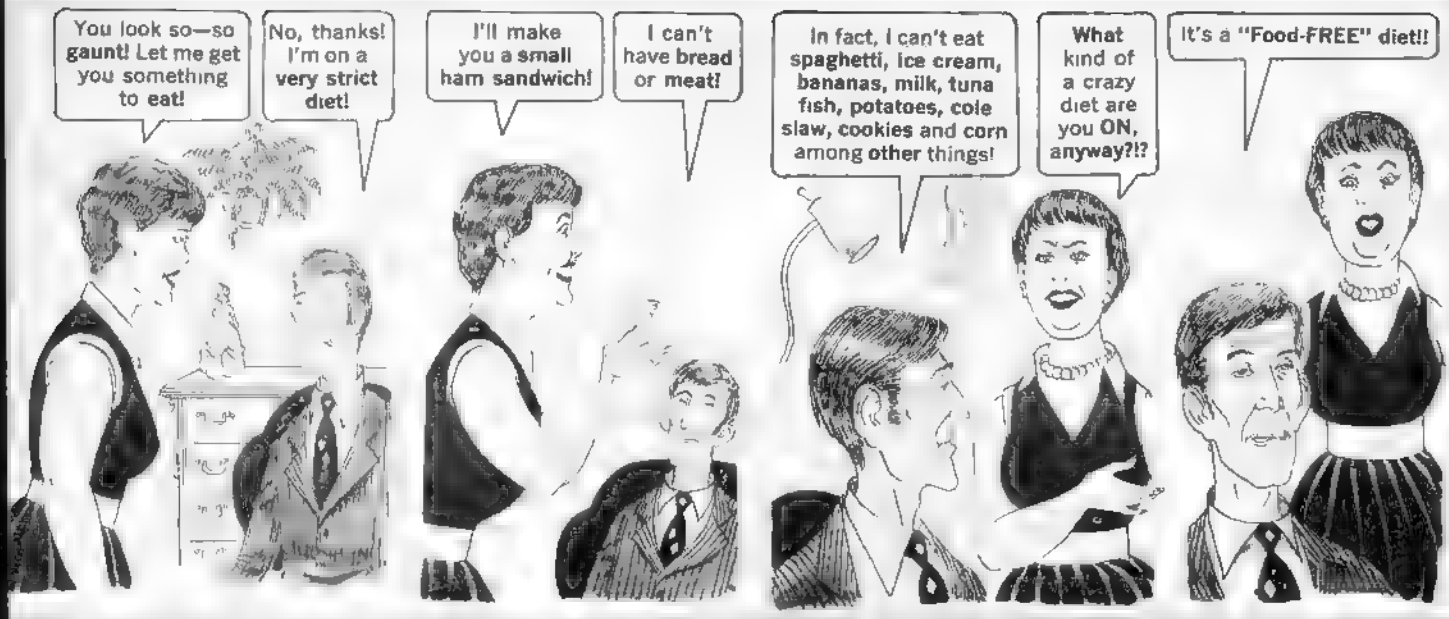
I did save a lot of calories, didn't I?!

In that case, I'll take a piece of chocolate cream pie!

Are you eating again, you fat slob?! Do you realize it would take three of me to make one of you? You can't even buy clothes like normal people . . . off a rack! You have to go to a special "Fat Man's Shop". . .!
And who the heck ever said that fat people are jolly?! What's jolly about a blob of blubber!? Besides . . . worst of all, your life-expectancy is shortened!
So tell me, Fatso! Are you going on a diet . . .?
NO! I don't have to!
You made me lose my appetite!

Wow! Did you ever turn out to be a Skinny Bolink!
Yeah! But getting this way involved an awful lot of GUILT! And I sure would like to get it off my chest!
MATH DEPT
At every meal, I stuck strictly to my diet! But in between, I used to cheat! I used to sneak treats and stuff!
And then, as if God decided to punish me, I began to lose weight all right . . . but in all the WRONG PLACES!!
I see what you mean about getting it off your chest!!

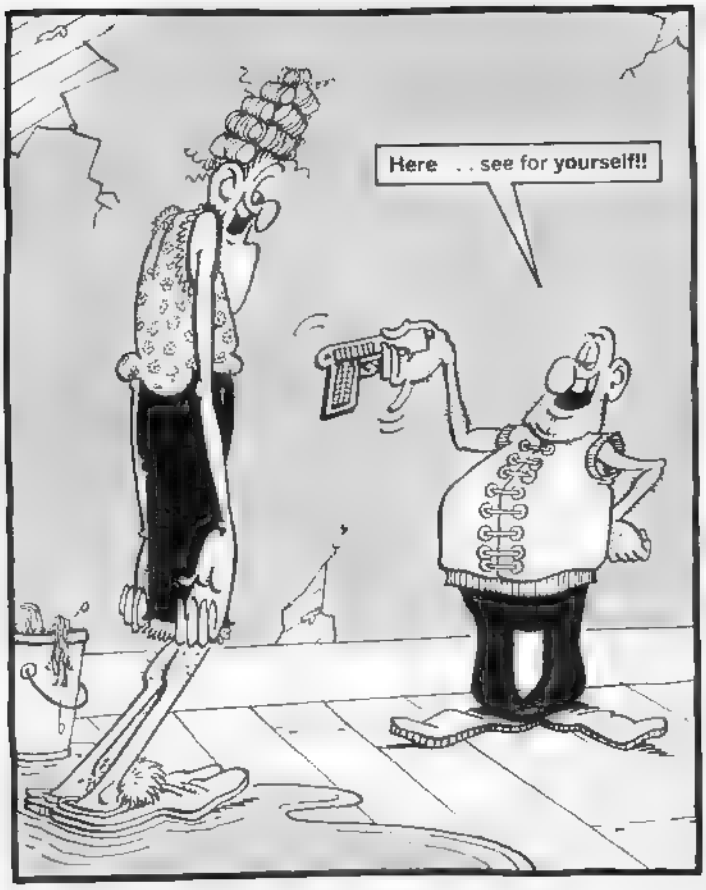

It's sinful the way you stuff your face!
What's the sin in enjoying good food?
One of the "Seven Deadly Sins" is the sin of "GLUTTONY"!
Oh, well! Everybody indulges in one sin or another!
That's not so! At one time, I was an over-eater! But I went on a diet, trimmed down to a size ten, and now I enjoy walking down the streets and having all the guys whistle at me!
See . . .? I TOLD you everybody indulges in one sin or another!
Yours is "VANITY"!

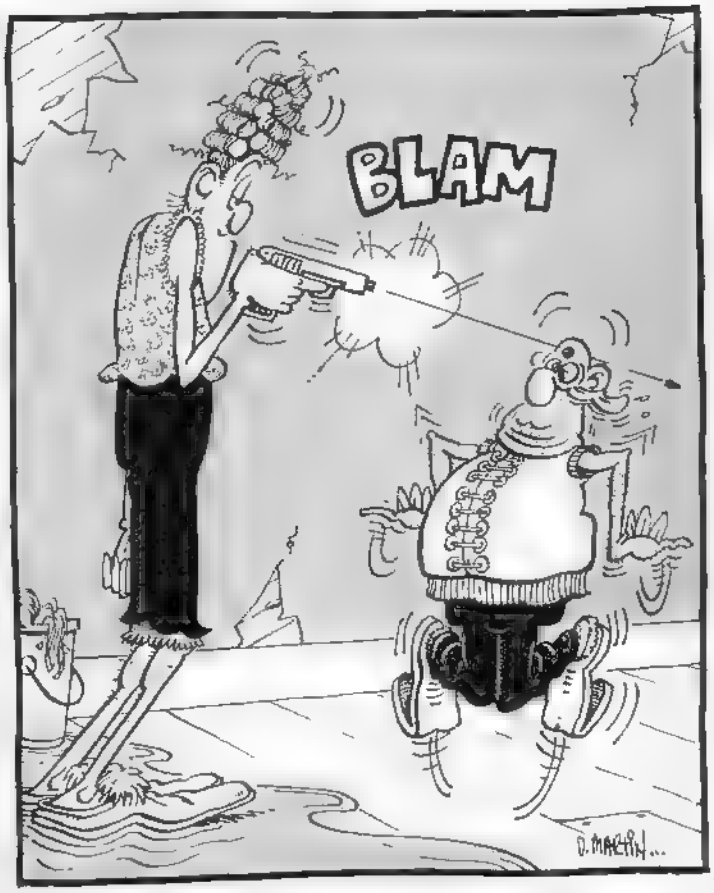

You look so—so gaunt! Let me get you something to eat!
No, thanks! I'm on a very strict diet!
I'll make you a small ham sandwich!
I can't have bread or meat!
In fact, I can't eat spaghetti, ice cream, bananas, milk, tuna fish, potatoes, cole slaw, cookies and corn among other things!
What kind of a crazy diet are you ON, anyway?!?
It's a "Food-FREE" diet!!

All this dieting is really doing me a lot of good! Now, take lunch, for instance! I'm allowed 300 calories . . .
So if I order one boiled egg, that's 77 calories . . . one ounce of American Cheese, that's 113 calories . . . one slice of white bread, that's 63 calories . . . and a cup of shredded raw carrots, that's 42 calories . . .
. . . making a total of exactly 295 calories!
With all that counting, I don't see you getting any thinner!
No . . but I'm getting to be a WHIZ at MATH!!

Hey, Vivian! You want to have a laugh? Look at this! These are the pants I wore before I lost all that weight!
You can take all of my old, outsized clothes and give them to the needy!
Okay . . .
What are you doing, putting them back in the closet?!?
You told me to give them to the needy!
In a couple of months, you'll be needing them again!!

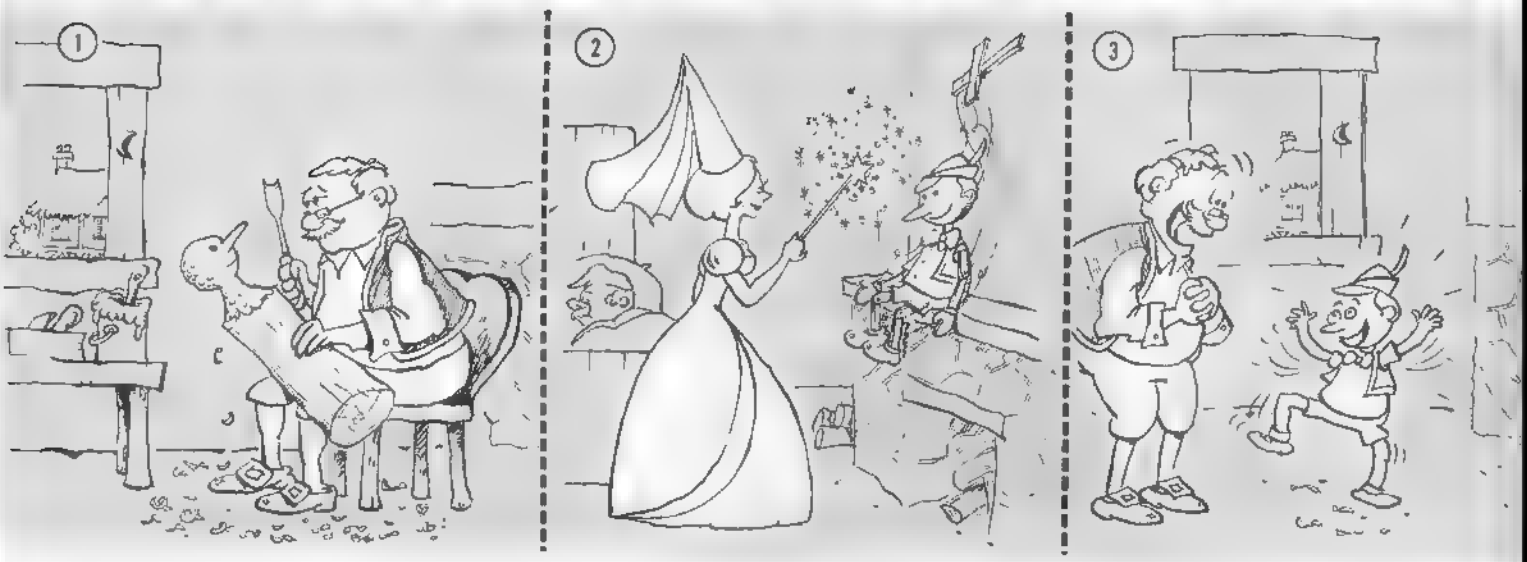
ONE DAY IN A RUN-DOWN SHACK

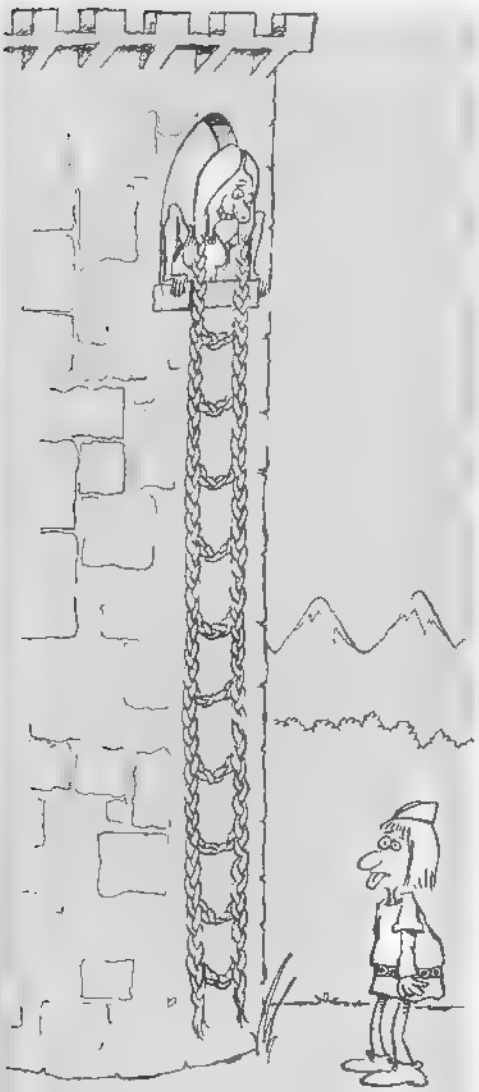


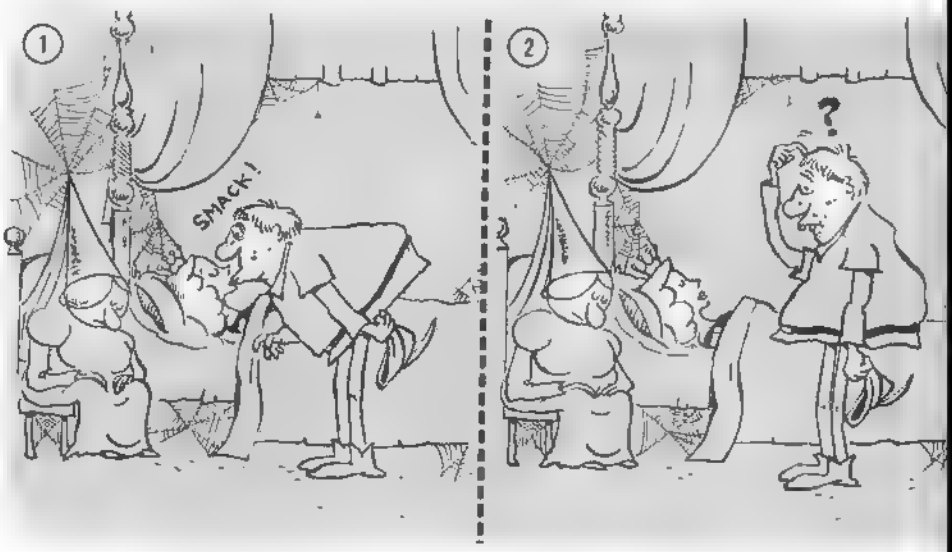


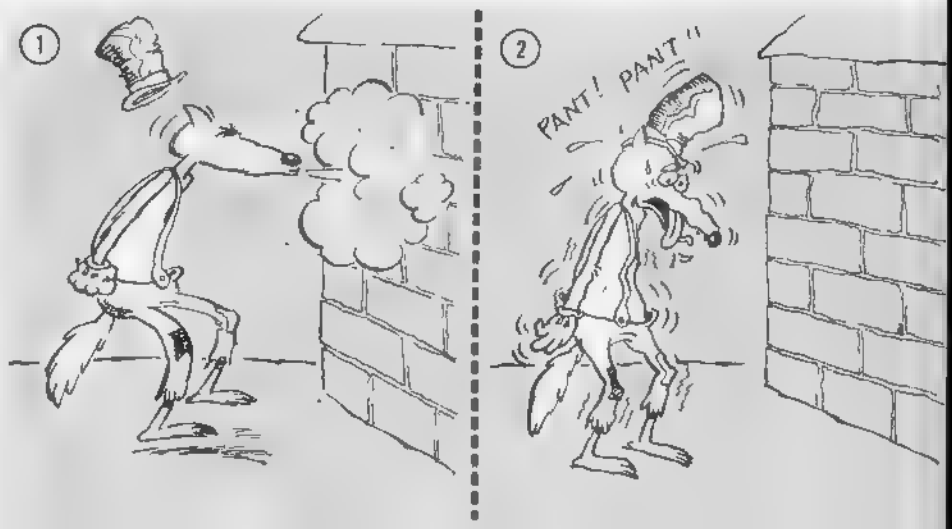
ONCE UPON A MIME DEPT.

A MAD LOOK AT FAIRY



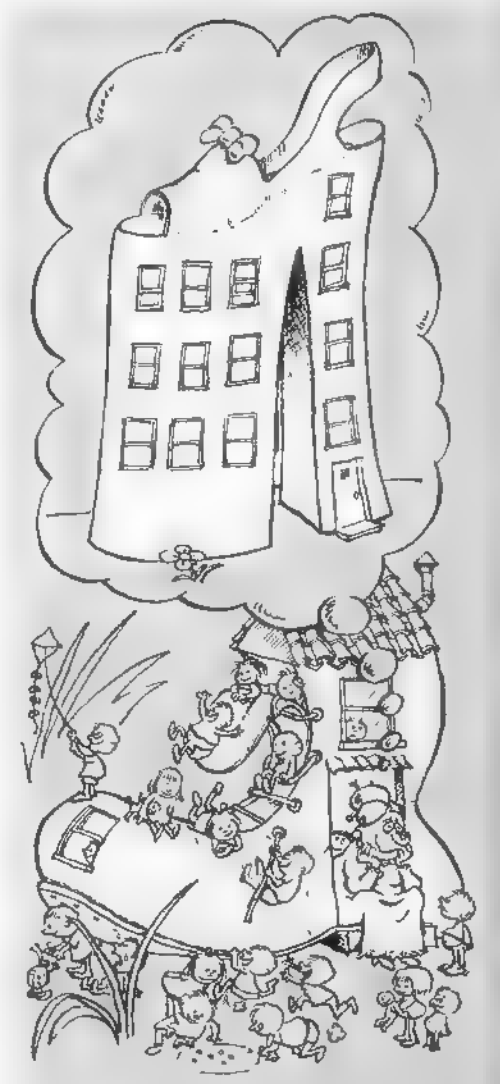


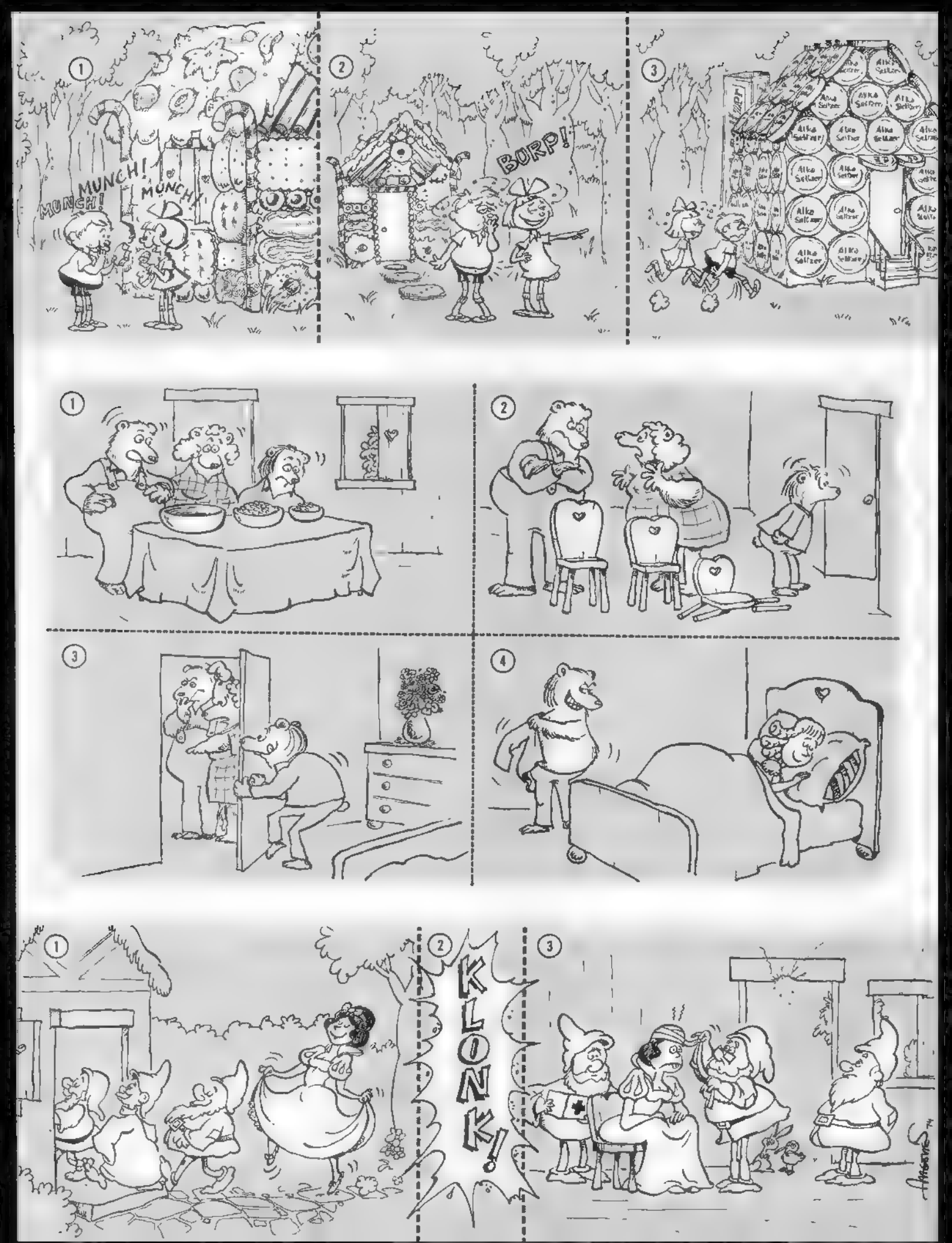




TALES

ARTIST & WRITER: SERGIO ARAGONES

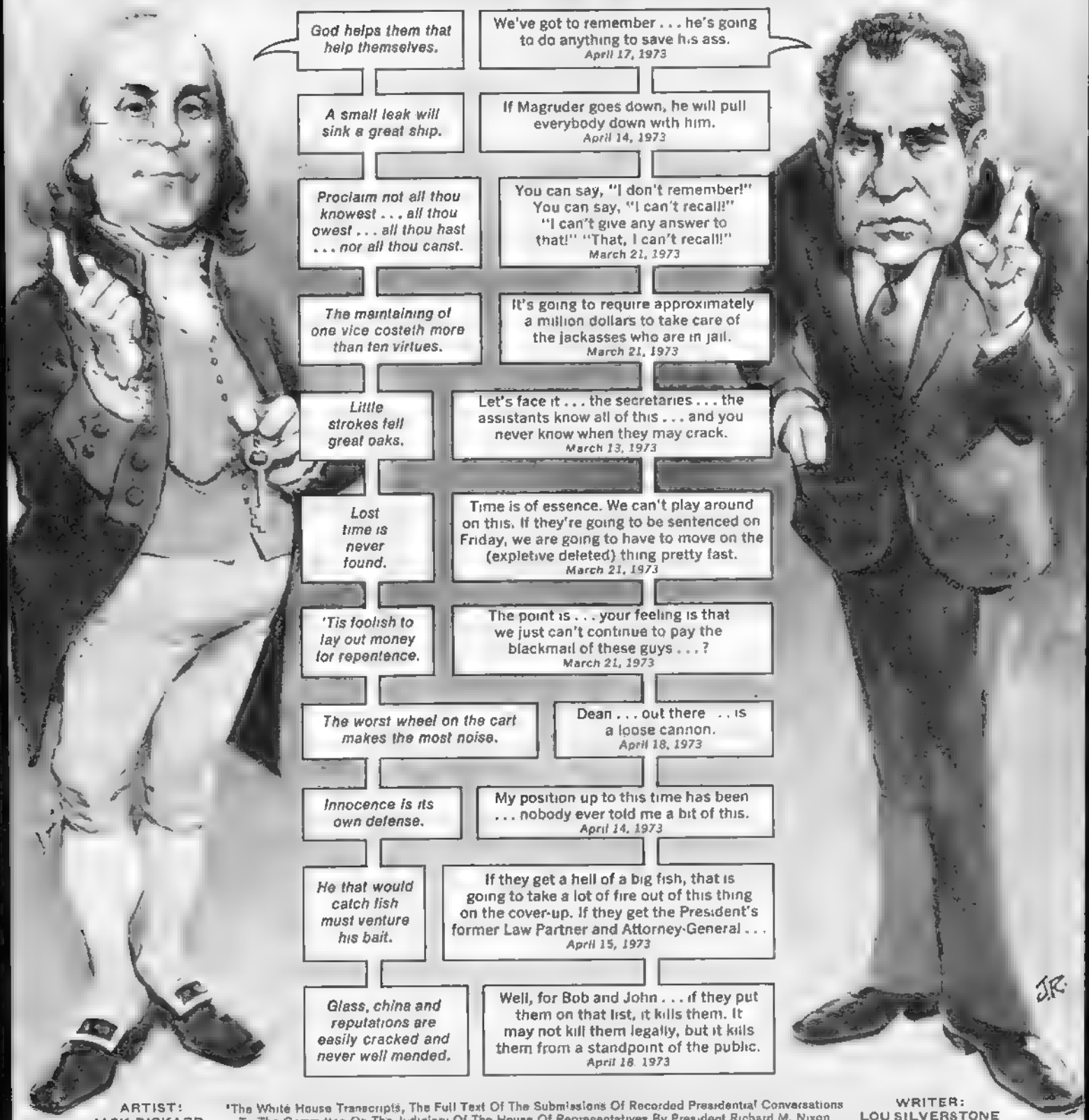



1
MUNCH!
MUNCH!
MUNCH!
2
BURP!
3
Alka Seltzer
1
2
3
4
1
2
KLONK!
3

BEN-EDICTIONS DEPT.

Since the release of "The White House Transcripts," Mr. Nixon's critics and enemies have been calling him dishonest, unprincipled, immoral, etc. And we don't think that's fair! Because we read the Transcripts, and there was something vaguely familiar about them. So we checked. Do you know that another famous American, Benjamin Franklin, said practically the same things Mr. Nixon said? Let's compare Mr. Nixon's statements* to quotes from...

Poor Richard's Almanac



God helps them that help themselves.	We've got to remember . . . he's going to do anything to save his ass. *April 17, 1973*
A small leak will sink a great ship.	If Magruder goes down, he will pull everybody down with him. *April 14, 1973*
Proclaim not all thou knowest . . . all thou owest . . . all thou hast . . . nor all thou canst.	You can say, "I don't remember!" You can say, "I can't recall!" "I can't give any answer to that!" "That, I can't recall!" *March 21, 1973*
The maintaining of one vice costeth more than ten virtues.	It's going to require approximately a million dollars to take care of the jackasses who are in jail. *March 21, 1973*
Little strokes fell great oaks.	Let's face it . . . the secretaries . . . the assistants know all of this . . . and you never know when they may crack. *March 13, 1973*
Lost time is never found.	Time is of essence. We can't play around on this. If they're going to be sentenced on Friday, we are going to have to move on the (expletive deleted) thing pretty fast. *March 21, 1973*
'Tis foolish to lay out money for repentence.	The point is . . . your feeling is that we just can't continue to pay the blackmail of these guys . . . ? *March 21, 1973*
The worst wheel on the cart makes the most noise.	Dean . . . out there . . . is a loose cannon. *April 18, 1973*
Innocence is its own defense.	My position up to this time has been . . . nobody ever told me a bit of this. *April 14, 1973*
He that would catch fish must venture his bait.	If they get a hell of a big fish, that is going to take a lot of fire out of this thing on the cover-up. If they get the President's former Law Partner and Attorney-General . . . *April 15, 1973*
Glass, china and reputations are easily cracked and never well mended.	Well, for Bob and John . . . if they put them on that list, it kills them. It may not kill them legally, but it kills them from a standpoint of the public. *April 18, 1973*

ARTIST: JACK RICKARD

*The White House Transcripts, The Full Text Of The Submissions Of Recorded Presidential Conversations To The Committee On The Judiciary Of The House Of Representatives By President Richard M. Nixon ■ New York Times Book Published by Bantam Books, Inc.

WRITER: LOU SILVERSTONE

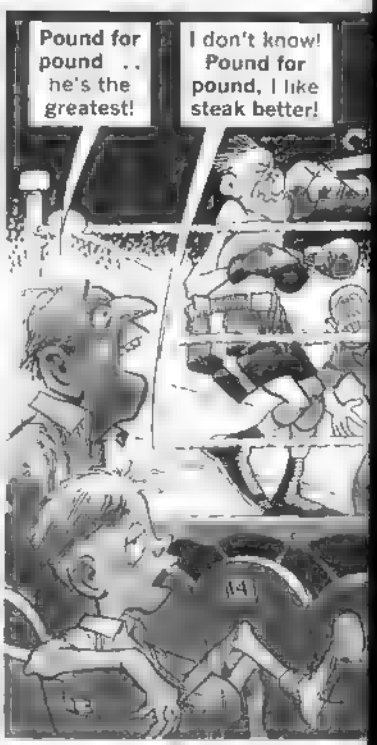
PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

Next time anybody bombards you with an irritating old cliché, don't just stand there! Say something! Something . . . NASTY!!

MAD'S SURE-FIRE

ARTIST: JACK DAVIS

SPORTS CLICHÉS



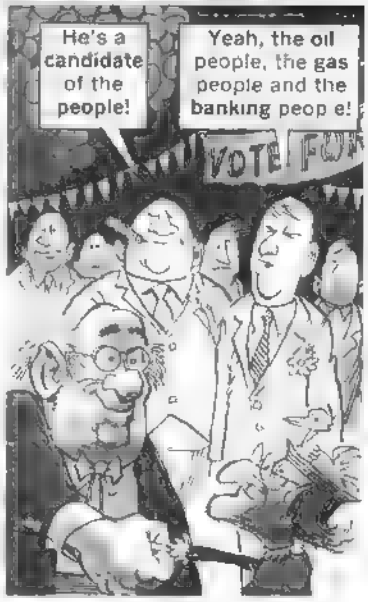
DOMESTIC CLICHÉS

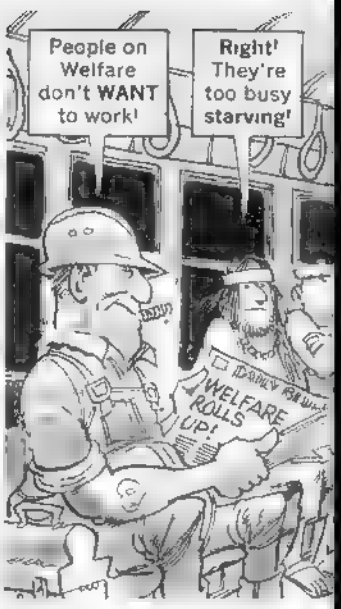
Yes, squelch any mindless babbler who tries to drop a cliché on you by zapping him with an appropriate answer chosen from

CLICHÉ KILLERS

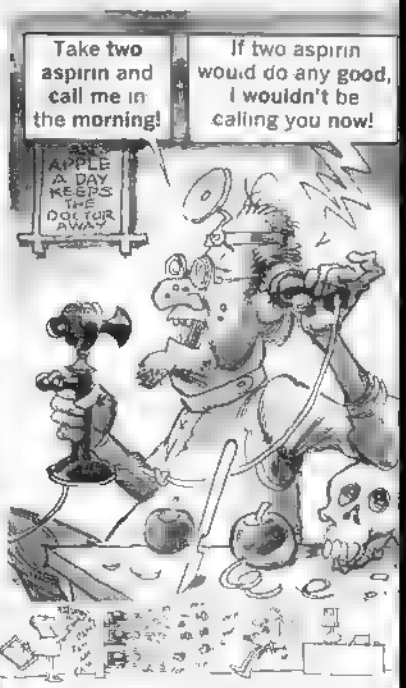
WRITER: STAN HART

POLITICAL CLICHÉS

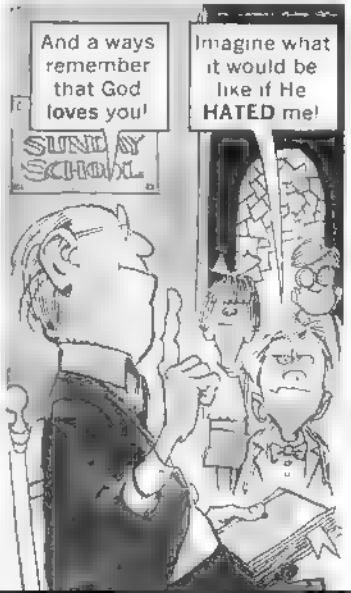


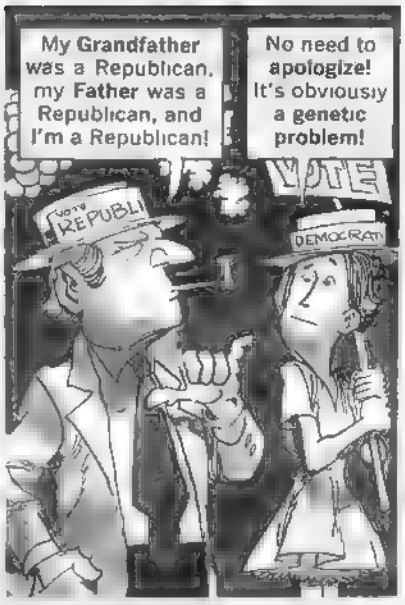


PROFESSIONAL CLICHÉS

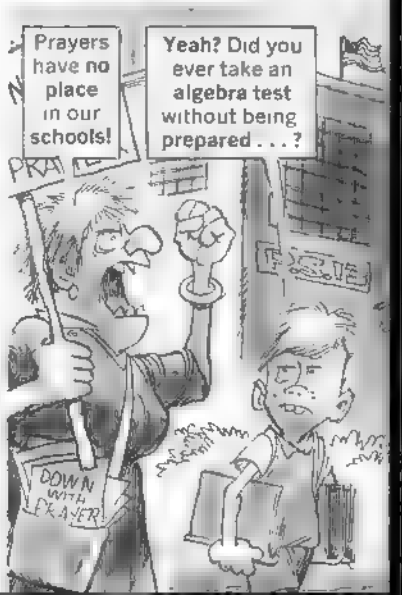


RELIGIOUS CLICHÉS





*This may not sound effective, but the sheer idiocy of the answer will stop your antagonist in his tracks.

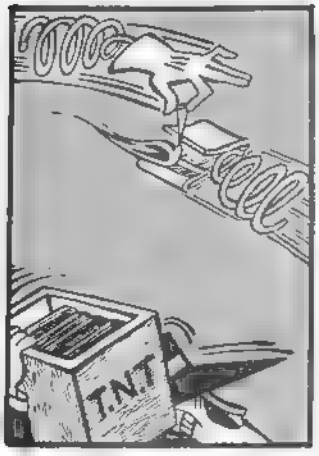


SPY vs SPY
T.N.T.

T.N.T.

T.N.T.

T.N.T.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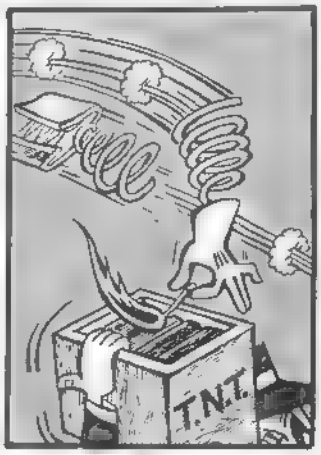
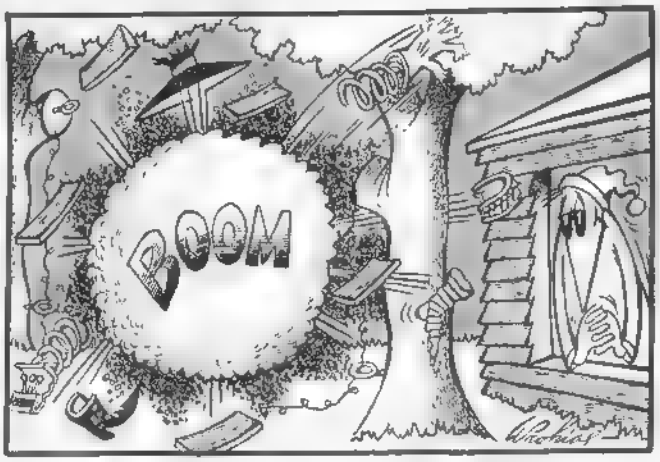
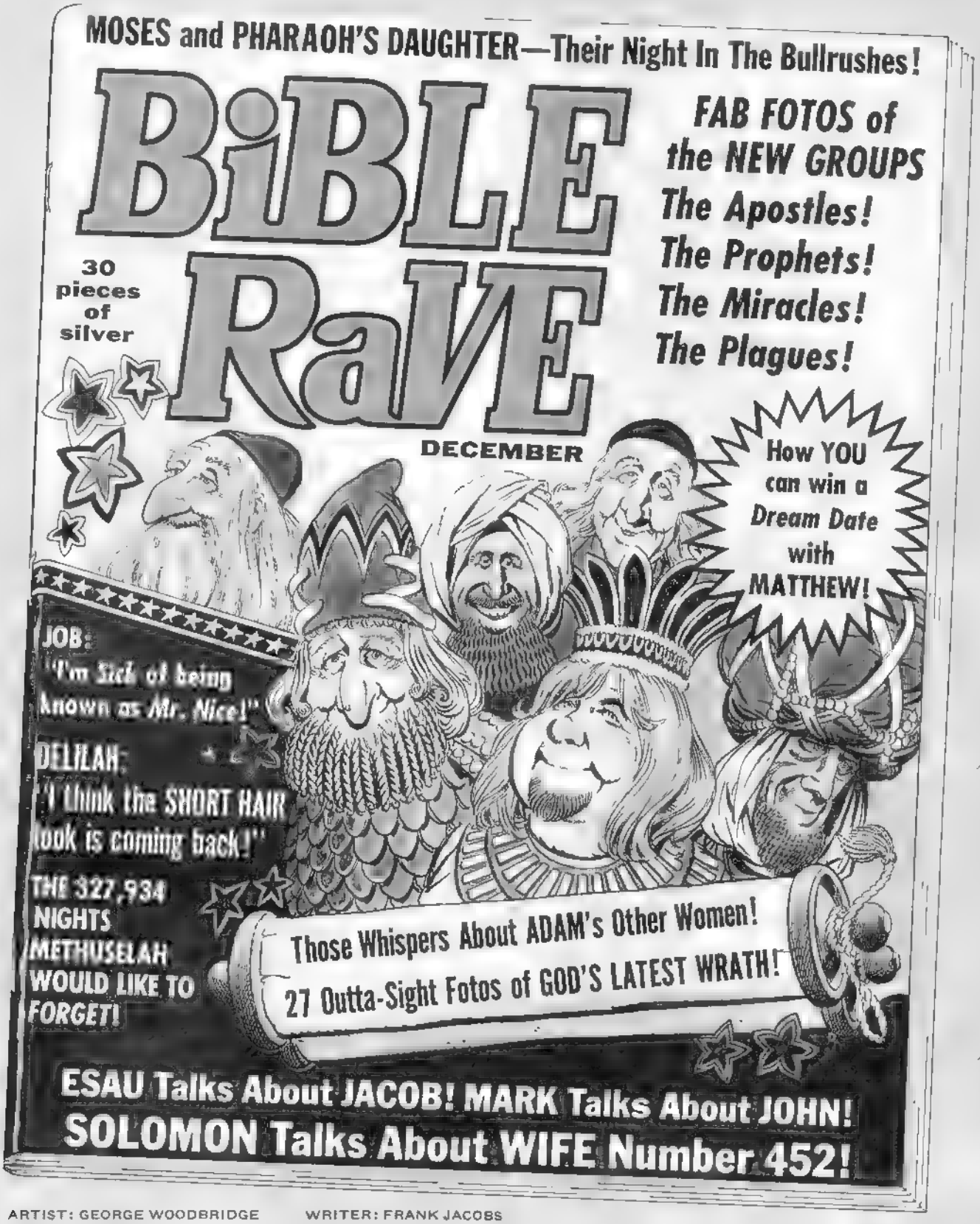

T.N.T.


BOOM

UPPING THE PROPHETS DEPT.

A lot of people today are saying it's time to get rid of pornography and permissiveness and to return to the Good Old Days of Religion and Morality. The problem is that nobody knows how to sell Religion and Morality to the people who are supposed to need them most namely, the millions of teenagers hooked on Rock and TV. Well, MAD suggests that the Do-Gooders take their cue from the fast-buck Publishers who are making a bundle with their Teen Fan Magazines. Then you'd have something today's youth could relate to. Like, f'rinstance, this super-glitzy fab publication called



ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

BIBLE BABBLE

Highlights and Happenings Hither and Thither in the Holy Land

By Leonard Lionfodder

METHUSELAH is still breathless after celebrating his birthday. But who wouldn't be after blowing out 900 candles? . . . JONAH has turned down a huge coffer offer to stage his whale act in the Red Sea . . . Newest Philistine joke: How do you break a Philistine's finger? Hit him in the nose! . . . BIBLE BELTS DEPT.: Don't tell NOAH, but one of his zebras is gay!

Don't invite JESUS and JUDAS ISCARIOT to the same supper. For that matter, don't invite GOD and SATAN to the same millenium! . . . Speaking of SATAN, that little devil, rumor hath it that he's "that way" about JEZEBEL . . . QUERY OF THE MONTH DEPT.: Who's pulling the wool over the eyes of ISAAC? . . . Heard around the Holy Land: "Am I my brother's keeper?" . . . "Let my people go!" . . . "Does Sodom tell Gomorrah?"

TORRID TRIO Hottest of the hot new groups are Shadrach, Mesach and Abednego. Their many fans hope they won't cool off after the fab success of their current chart biggie, "We Faked But That Firey Furnace."

It's being hushed up, but JOB appears to be on the verge of a blow-up . . . JEREMIAH and ELIJAH are set to exchange guest shots in each other's realms. It's all part of the new Prophet-Sharing Plan . . . How does a Philistine count to 12? On his fingers! . . . Insiders blame ADAM and EVE for the death of ABEL. They claim that's what'll happen when a couple raises CAIN! . . . DAVID's latest Psalm is sure to hit the top of the charts . . . LOOK-ALIKES DEPT.: OBADIAH the Prophet and the River Jordan.

Quote of the Month: God to Moses—"Take two tablets and talk to me in the morning!" . . . NEBUCHADNEZZAR (he's the Babylonian Biggie) is on the mend after his fingers went numb during an autograph session. Whose wouldn't with a name like his! . . . Speaking of 'ol NEB, fans everywhere are flipping out over his wild new song, "The Writing on the Wall" with those glitzy lyrics, "Mene, Mene, Tekel, Upharsin" We like Daniel's interpretation best . . . And speaking of Daniel we hear he's just redone his den.

TOP PROPHET Jeremiah proudly holds his "Adam" statuette, presented to him after being chosen "Best Prophet In A Non-Warlike Role." Other winners at ceremony held in Jerusalem: Best King—Solomon. Best Hero In A Supporting Role—Mordecai. Best Apostle In A Doubting Role—Thomas.

DAVID is still fuming over those "Goliath Lives!" buttons . . . EVE is putting the finishing touches on her fab autobiography, "The Sensuous First Woman" . . . Answer to J. T. of Canaan: Tell your friend he's wrong. The Hanging Gardens of Babylon are *not* a new group . . . Answer to K. L.'s query about MOSES and the Red Sea: "To get to the other side!" . . . Be nice to Joshua. We hear he's getting the run-around . . . Why does a Philistine keep camel dung in his back pocket? For Identification! . . . But don't get me wrong—I love the Holy Land!

CANAAN CLAN TO SPLIT? Nobody's denying rumor that Joseph (shown here in his fab, new, glitzy coat of many colors) wants to ditch his brothers and form his own solo act. The Split-up began when Joseph suggested the group change its name from "Jacob's Boys" to "Joseph and the Others."

The Terrible RUMORS That Torture SAMPSON!

A lot of stories get spread around, especially about big stars like Samson. Some of the time Samson can stop these rumors himself—with only a jawbone of an ass, but most of the time it's too late, the damage is done! To help ol' "Bulging Biceps" himself put a stop to some rumors currently circulating, BIBLE RAVE has researched them at their source and offers these FACTS to finally set things straight!

RUMOR: Samson hates Philistines.

FACT: Untrue! But he has nothing against leaning on them a little!

RUMOR: The secret of Samson's strength is in his diet.

FACT: To be perfectly honest, he has a lousy diet. He digs sweets and leavened breads too much. Samson dismissed the "special diet" theory with a smile, saying: "I've got more important things weighing on my head!"

RUMOR: Samson wants to be named king.

FACT: Ridiculous! This pinnacle of strength, this mightiest hero of the Holy Land, this superhuman wonder who is worshipped by tens of thousands of adoring fans, this greatest warrior who ever lived, is a humble, modest soul who seeks only the simple life.

RUMOR: Samson slays Philistines for sport.

FACT: Samson would never do that to a dumb animal. He adores Philistine jokes, though, supplying a few dandies for Leonard Lionfodder's page in this issue.

RUMOR: Samson won't go out with girls who don't kiss on the first date.

FACT: Wrong! Samson doesn't go out with girls who won't **arm wrestle** on the first date.

RUMOR: Samson has a press agent who is hired to get his name in the columns.

FACT: Absurd! Samson hates publicity, stating: "When I see **any column,** I just push it aside!"

Big M. Fans!!! Now! You Can Join The

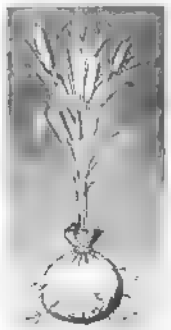
MOSES FAN CLUB!

HERE'S WHAT YOU GET!

1. A GIANT POSTER-SIZE MOSES CALENDAR! Not only does this year-round keepsake have a fab portrait of Big M., but every important date in his life is recorded for you to remember: • When he first shook up Pharaoh • When he crossed the Red Sea • When he grew his beard • When he had his first date and hundreds more! **2. MONTHLY BIG M. NEWSLETTER!** Sent you each month and containing all the latest news and gossip. Inside info such as: • How he likes his eggs • How he rates the Plagues • How he remains humble in the face of fame • How he digs his fab chats with God and hundreds more! **3. TEN COMMANDMENTS MINI-ROBE!** Perfect for beach party or just lounging around! Inscribed with the Commandment of Your Choice! **4. MOSES STICKERS!** Each a dreamy pic of Big M. Plus an eye-catching glitzy message! **5. PERSONALIZED MEMBERSHIP CARD!** For you to treasure, cherish, and revere until YOU find YOUR Promised Land!

PLUS – If You Join Right Now – AN AUTHENTIC BULLRUSH

YOU CAN GROW RIGHT IN YOUR OWN HOME!



BIG M. C/O BIBLE RAVE

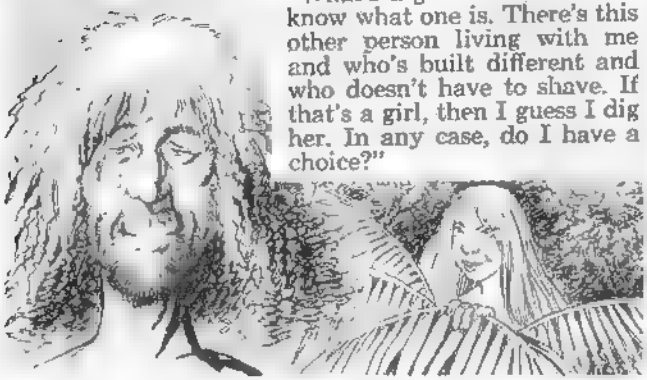
Yeah, I want to join the Moses Fan Club. I enclose 50 pieces of silver plus 2 pieces more for postage and handling. Please rush all my glitzy!

NAME _____ BORN (B.C.) _____
ADDRESS _____ (A.D.) _____
TRIBE _____ LAND _____

Favorite Commandment (Circle one) 1 2 3 4 5 6 7 8 9 10

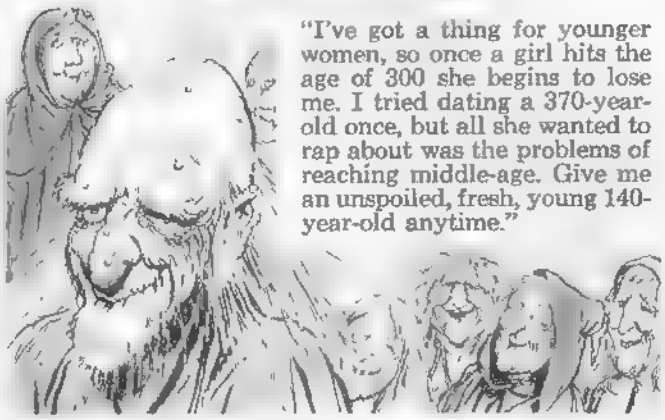
YOUR BIBLE FAVES REVEAL
"What I Dig Most In A Girl!"

Adam



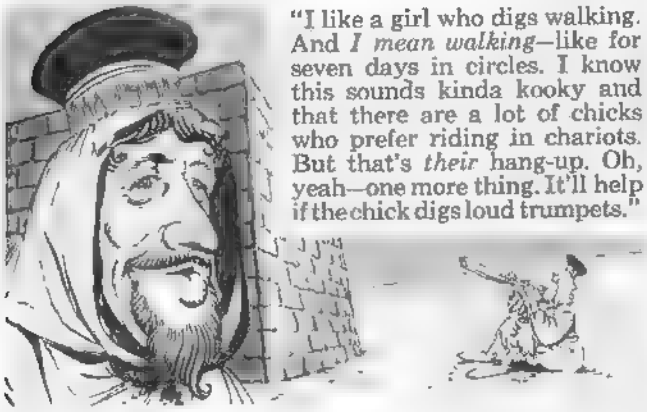
"What's a girl? I'm not sure I know what one is. There's this other person living with me and who's built different and who doesn't have to shave. If that's a girl, then I guess I dig her. In any case, do I have a choice?"

Methuselah



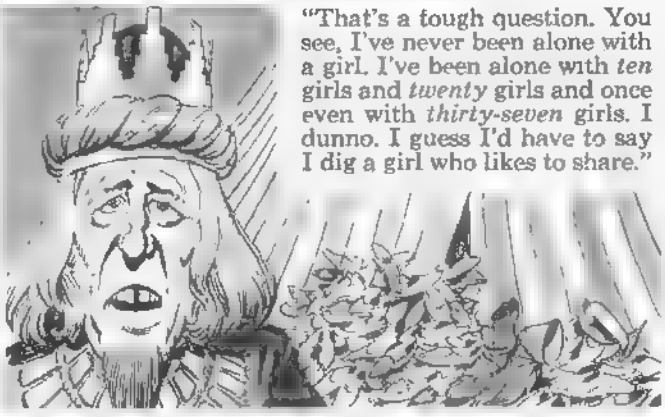
"I've got a thing for younger women, so once a girl hits the age of 300 she begins to lose me. I tried dating a 370-year-old once, but all she wanted to rap about was the problems of reaching middle-age. Give me an unspoiled, fresh, young 140-year-old anytime."

Joshua



"I like a girl who digs walking. And *I mean walking*—like for seven days in circles. I know this sounds kinda kooky and that there are a lot of chicks who prefer riding in chariots. But that's *their* hang-up. Oh, yeah—one more thing. It'll help if the chick digs loud trumpets."

Solomon



"That's a tough question. You see, I've never been alone with a girl. I've been alone with *ten* girls and *twenty* girls and once even with *thirty-seven* girls. I dunno. I guess I'd have to say I dig a girl who likes to share."

Bible Rave's Pick of the Period!

The Song Your Editors Figure Will Reach the Top Of The Sinai Summit of FAB SONG HITS!!!

"HE PROMISED US THE PROMISED LAND"

AS SUNG BY AARON AND THE ISRAELITES!

We were bugged by funky Pharaoh
Till we thought our minds'd blow!
Then Big M, he zapped it to us
And he told us where to go!

And he promised us the Promised Land, Land, Land,
And he led us 'cross that crazy stretch of sand, sand, sand!

Now Big M, he knew that Pharaoh
Wouldn't budge without a push,
But he knew that God was groovin'
From that far-out Burning Bush!

(REPEAT CHORUS)

Well, Big M he hyped that Red Sea
Till the water turned to ground.
But when Pharaoh tried to follow
He was permanently drowned!

(REPEAT CHORUS FOR 40 YEARS WHILE WANDERING IN WILDERNESS)

COMING NEXT WEEK!

It's Glitzy! It's Yurky! It's Frankincense, Gold, & Myrrh! It's the next Eye-Popping Issue of BIBLE RAVE Featuring All Your Fantastic Dreamy Holy Land Faves!

* * * * * * * * * * * * *

Moses—Why He's Hung Up On The GOLDEN CALF!

* *

Seven Swinging Psalms You Can Groove On Your Lyre!

* * * * * * * * * * * * * * * * * * * *

THE ONE MAN RUTH WOULDN'T FOLLOW!

* *

Six More Full-Color Stick-Um Fotos Of SOLOMON'S WIVES!

(Numbers 339 through 344 in a series of one thousand. Collect them all!)

* * * * * * * * * * * * * * * * * * * *

GIANT MINI-POSTERS OF FOUR NEW PROPHETS YOU NEVER HEARD OF!

* *

JUDAS BEGS HIS FANS: "Please Trust Me"!

VIVE L'INDIFFERENCE DEPT.

YOU HAVE REACHED A S

YOU HAVE REACHED A STATE OF APATHY WHEN . . .

. . . you see someone being mugged, and you don't do a thing about it

. . . even though the person being mugged happens to be your wife or girlfriend!

YOU HAVE REACHED A

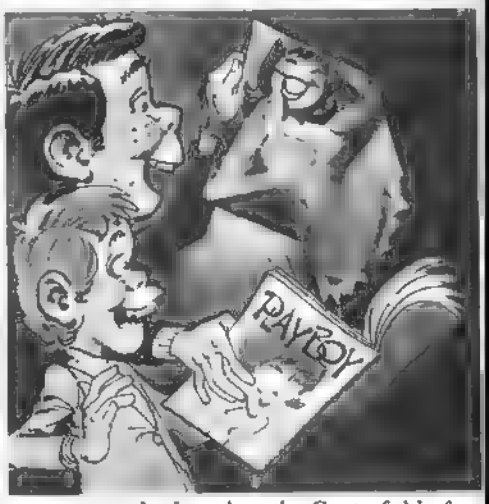
. you finally get your very own pad

YOU HAVE REACHED A STATE OF APATHY WHEN . . .

. . . you go to Confession for the first time in six months . . .

and you haven't got anything to confess!

YOU HAVE REACHED A



. . . somebody swipes the Centerfold of your new copy of Playboy Magazine . . .

YOU HAVE REACHED A STATE OF APATHY WHEN . . .

. . . you finally get to see an X-rated movie . . .

. . . and you fall asleep!

YOU HAVE REACHED A

. . . there's a program on TV you can't stand, but you watch the whole thing!

TATE OF APATHY WHEN...

ARTIST: JACK RICKARD WRITER: LOU SILVERSTONE

STATE OF APATHY WHEN . . .

. . . and you sit around, watching TV!

YOU HAVE REACHED A STATE OF APATHY WHEN . . .

. . . your neighbor with the fantastic sexy body calls to tell you all her fuses have blown out

. . . and you give her the number of an Electrician!

STATE OF APATHY WHEN . . .

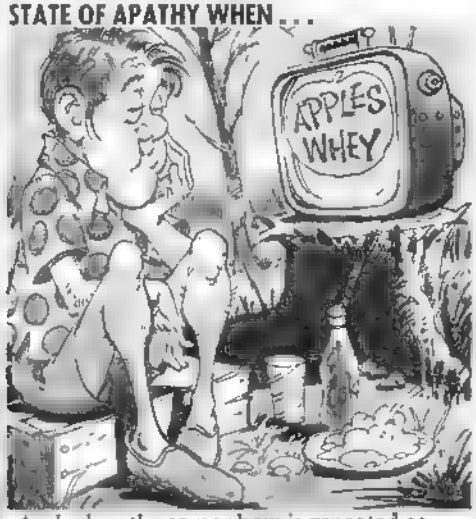
. . . and you don't even notice it missing!

YOU HAVE REACHED A STATE OF APATHY WHEN . . .

. . . you watch the TV News while eating

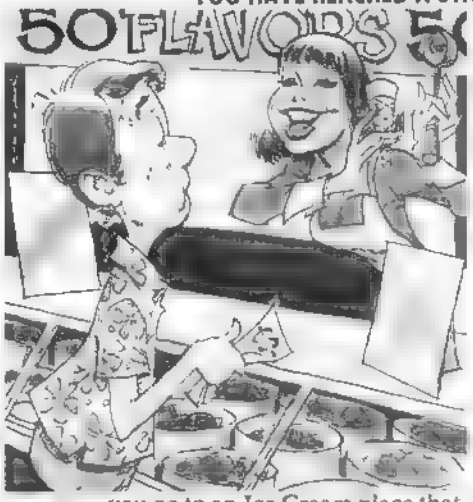
. . . and it doesn't bother your appetite!

STATE OF APATHY WHEN . . .



And when the same show is repeated as a Summer Re-run, you watch it again!

YOU HAVE REACHED A STATE OF APATHY WHEN . . .



. . . you go to an Ice Cream place that has fifty different delicious flavors

. . . and you order Vanilla!

DON MARTIN DEPT. PART III

One Evening At The Stamp Club Meeting

Good Lord! What's go ng on here?

A guy got run over by a car!

Well . at least the Police got here fast!

They didn't have far to go! THEY were the ones who ran over the guy!

But the three of them are just standing around their car! Why don't they DO something?

They ARE doing something! They're giving themselves citations for reckless driving!

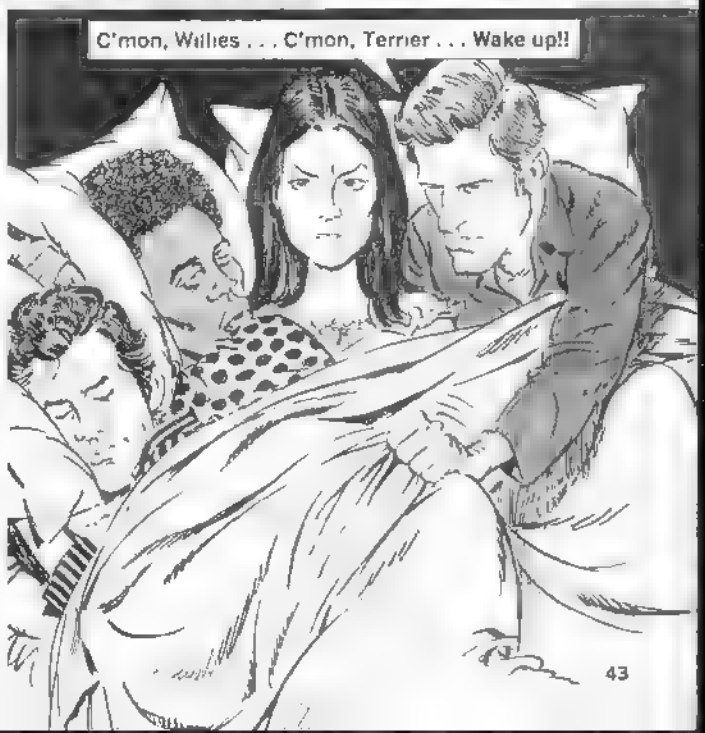
Gee none of those Police Officers seem to know anything about Crime!

Oh, they know A LOT about Crime! Boy, ta k about STEALING . . . they accept paychecks for appearing on this show every week as . . .

THE ROOKERS

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO



If we're just ONE MINUTE late, Lt. Pyker goes through the roof!

He's just pretending! Under that cold exterior is a warm interior!

Yeah! And inside that warm interior is a heart of stone! Let's go—

Bye, Sweetheart!

Bye, Dear!

Now, each one of these pins represents a jewel robbery! But we have no clues, no suspects and no motives! I tell you, this thief is making complete fools out of everyone on the Force!

Lt. Pyker, you're giving that crook too much credit! We were complete fools long before he showed up! Er— I don't think that came out right!

. and speaking of complete fools . . .

Hey! You guys are EARLY!

Gee! And we thought you'd be angry! Actually, we're two minutes LATE!

I meant you're early for TOMORROW's shift! There's only 7 hours and 58 minutes left of TODAY's shift! Now, there's a jewel thief at large, and I want you guys to apprehend the perpetrator!

If we can't do that, is catching the crook okay?

Willies and Terrier will be partners today! And Mite, you'll pair up with Senior Officer Pincher . . .

Oh, no! I don't want to trust my life to some Rookie Cop! You probably don't even know what end of the gun the bullet comes out of!!

Oh, yeah?!? I'm a lot smarter than that! And if I hadn't forgotten my gun, I'd show you!

Come, now, Officer Pincher! We were ALL Rookies one day!

And that's how those guys act after ten months . . . like they were Rookies ONE day!

Doesn't it tee you off to hear Senior Officers talk about us Rookies like we were a bunch of incompetents?!

Yeah! If they'd only watch us, they'd see we're as capable as any Veteran! Hey . why don't you pull in here for some coffee?

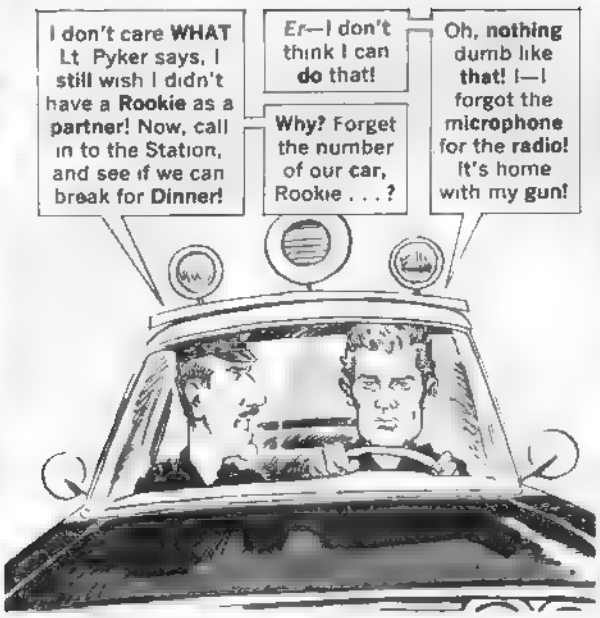
Huh? What do you mean, why don't I pull in here for some coffee! I'M not driving!

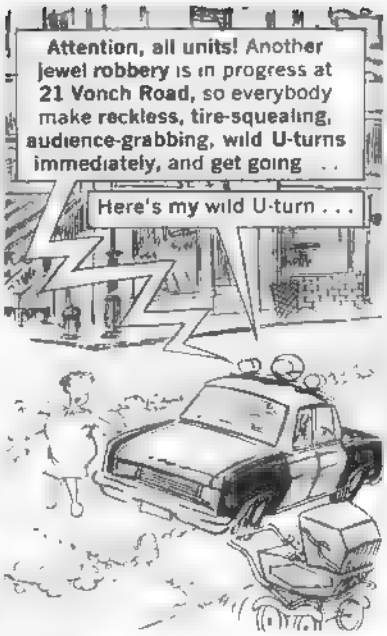
That's funny . . .

Neither am I!!

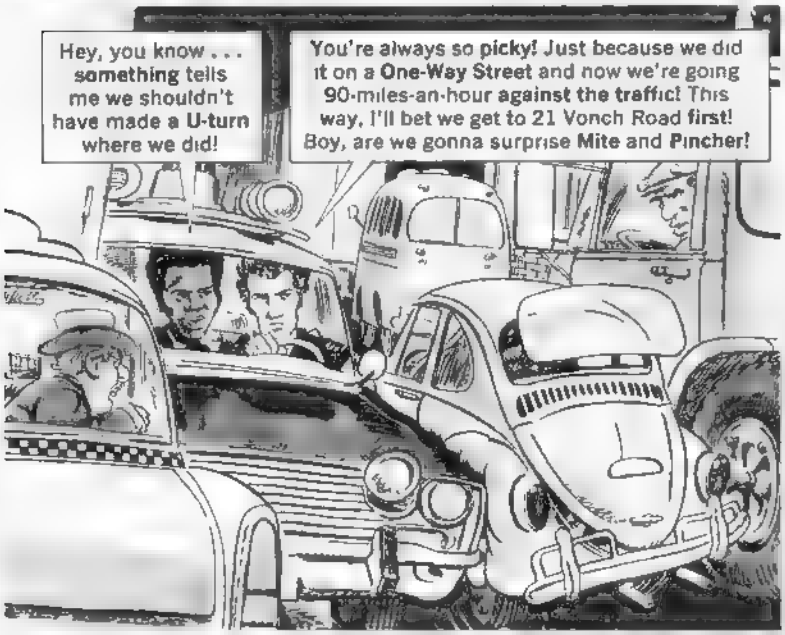
See that?! It's the old story! There's never a Cop around when you need one!!

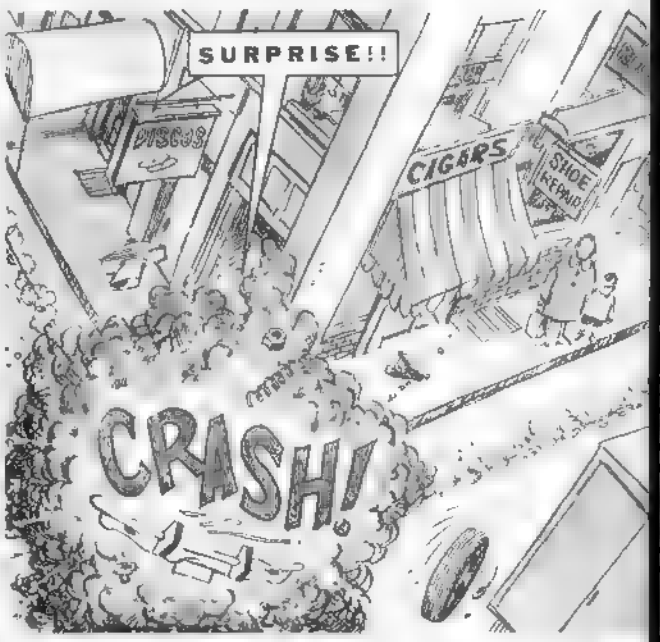
BURP!

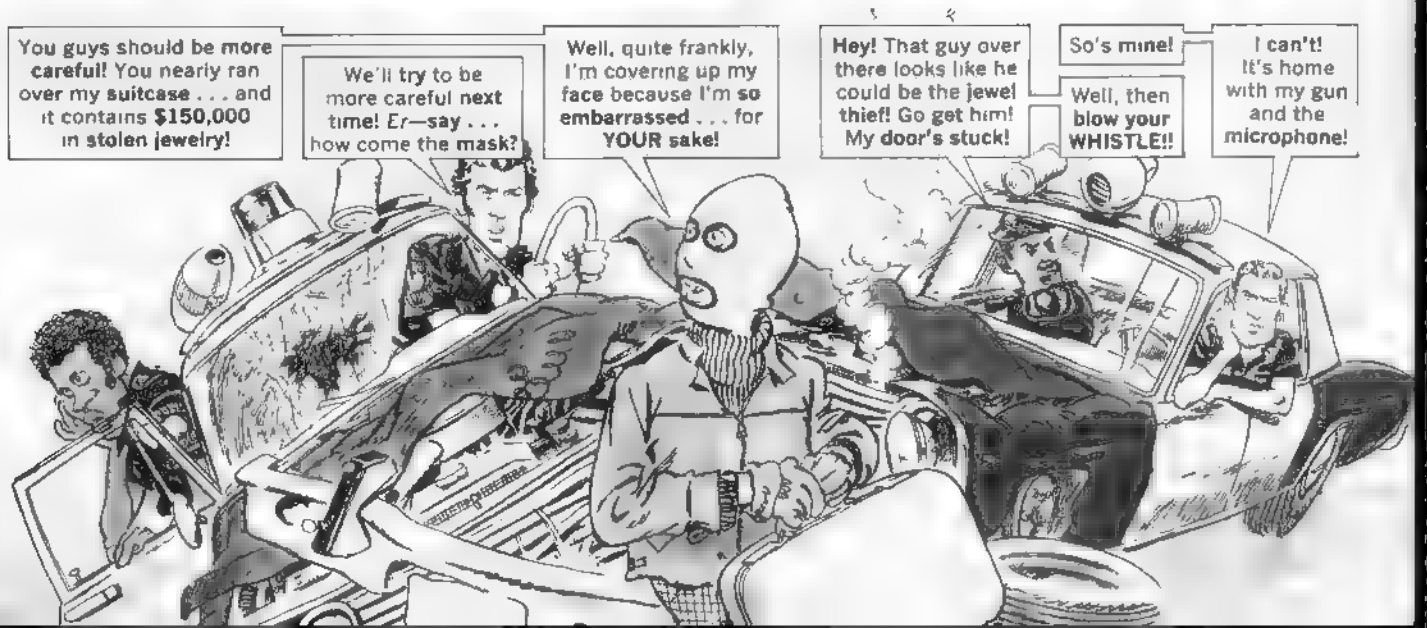

I don't care WHAT Lt. Pyker says, I still wish I didn't have a Rookie as a partner! Now, call in to the Station, and see if we can break for Dinner!
Er—I don't think I can do that!
Why? Forget the number of our car, Rookie . . . ?
Oh, nothing dumb like that! I—I forgot the microphone for the radio! It's home with my gun!


Attention, all units! Another jewel robbery is in progress at 21 Vonch Road, so everybody make reckless, tire-squealing, audience-grabbing, wild U-turns immediately, and get going . .
Here's my wild U-turn . . .

Hey! Why'd YOU make a U-turn?
We were already going in the right direction!
Because that way, I get to make ANOTHER wild U-turn—like this!
Boy, are we gonna surprise Terrier and Willies when we get there first!
SCREEECH


Hey, you know . . . something tells me we shouldn't have made a U-turn where we did!
You're always so picky! Just because we did it on a One-Way Street and now we're going 90-miles-an-hour against the traffic! This way, I'll bet we get to 21 Vonch Road first! Boy, are we gonna surprise Mite and Pincher!


SURPRISE!!
DISCOS
CIGARS
SHOE REPAIR
CRASH!


You guys should be more careful! You nearly ran over my suitcase . . . and it contains $150,000 in stolen jewelry!
We'll try to be more careful next time! Er—say . . . how come the mask?
Well, quite frankly, I'm covering up my face because I'm so embarrassed . . . for YOUR sake!
Hey! That guy over there looks like he could be the jewel thief! Go get him! My door's stuck!
So's mine!
Well, then blow your WHISTLE!!
I can't! It's home with my gun and the microphone!

When I said you guys should go out there and have a smashing day, I didn't mean smashing up Police Cars! Not only did you demolish TWO of them . . . but you let the jewel thief slip through your fingers!

Aw, c'mon, Lieutenant, you can't really be angry with us! We're just three big lovable dopes!

I don't buy the "big," and I don't buy the "lovable"! "DOPES," I'll buy! Now, look at this CRIME MAP! It can't go on like this!

Why? Are you running out of PINS?

Out! Out! Out!

Officer! Officer! Do you know my daughter has vanished?

No, but if you hum a few bars, I'll fake it!

It's midnight and I'm upset over my poor lost daughter! What kind of an answer is that?!?

It's just something a Cop uses! It's called a "Night Shtick"!

What is your badge number . . . ?

It's . . . uh . . . oh, NO! I left THAT home, too!

What's wrong? Can I help you, Ma'am?

My . . . daughter . . . sob . . . is missing!

I don't think so! I already DID all the good lines!

Missing what? Hey . . . there are still some good lines left!

What was she wearing when she vanished?

Uh . . . jeans!

Jean's what?!?

Jeans . . . and a gold watch, a gold ring, a diamond necklace, a few bracelets and platinum earrings!

Where did she get all that jewelry?

Her new boyfriend gave it to her!

Wow! Do you know what that means?

Yeah! By today's standards, she's UNDER-dressed!

Don't you think it's strange . . . getting all that jewelry from a new boyfriend?

Not really! They've KNOWN each other for nearly a WEEK!

Can you show us where the boy lives?

Sure.

Then hop in! But I think it's only fair to tell you—it's 60¢ for the first 1/6th mile and 10¢ for each additional 1/6th!

MEANWHILE . . .

Hey, Willies! Pull over there! Some guy is signalling us for help!

Hel-l-lp! Please! I—I need he-l-lp! My—my appendix is b-b-bursting!

Hop in! Step on it, Willies!

Hey, wait! You just passed a Hospital!
I know! But it's not the RIGHT Hospital . . .
QUIET
What do you mean?!? I'm in agony! ANY Hospital is FINE!
Oh, please! STOP! Y—you just passed ANOTHER one . . .
No, we gotta take you to the Hospital where Pill, Mite's wife, works! See, that way, all the sub-plots in each show are then tied together and—
Listen . . . you can quit now! You don't have to explain any more to him!
Why . . . ? Is he bored?
Yeah! And the worst kind of bored! He's DEAD!!
Oh, thank goodness you found someone in need of my kindness and my understanding! With my winning ways, I'll have him up and around in a couple of days!
But this guy is DEAD!
In that case, you'd better make it a WEEK!
He's DEAD, Pill! Deceased! Demised! Departed! Expired!
Listen, you guys! If he's expired, so is my contract! I have to nurse someone back to health every week WHETHER THEY NEED IT OR NOT!
Come on, Terrier . . . let's drive around! Surely, there must be SOMEONE in need of medical attention!
Don't worry! There WILL be —considering the way that WE drive!
HEY! LOOK OUU
U U U U T T T T T T T
THUMP
His . . . leg is broken!
And I think he has a—a slight brain concussion!
Oh, that's wonderful!
Terrific!
Hey! Why don't you guys shove me down ANOTHER flight of stairs? You could all be ECSTATIC!
Now, whatever you do, I want you to promise me one thing! Promise you will never give up the will to live!
Listen, Lady! I GOT the will to live! It's just that with YOU three around, I don't know if I'll ever get a chance to EXERCISE it!
We'll be helping you every step of the way!
See . . . ? I've already snapped that broken leg back into place!
You idiot! The OTHER one was the broken leg!
You just broke the GOOD one!
CRACK

There was another jewel robbery at 18th and Elm at 10:00 o'clock! Where were you?

At 20th and OAK!

Well, there was another one at 20th and OAK at 11:00 o'clock? Where were you?

At 18th and ELM!

I guess that tells you boys something about the importance of TIMING!

Yeah! The thief has LOUSY TIMING! He missed us both times!

Well f you boys don't have the perpetrator apprehended in 24 hours, you're off the Force!

There's no rule in the book that says you can do that!

Oh, no? Read this!

But that rule is written in pencil! And it's in YOUR handwriting!

Well, it's MY BOOK . . . and I can write what I want in it!

This is where he lives!

Don't take another step or I'll shoot!

You'll never get away with this!

Considering what YOU guys get away with every week, I'm a SAINT!!

Psst! Hey, Rookie! Do you have any TEAR GAS?

Yeah! But it's home with my gun, my badge, the microphone and my whistle! But don't worry! I'll get him out of there!

I—I'll give him what the people expect from this show every week!

You're gonna give him NAUSEA?!?

No . . . I'm going to give him a real good talking to, and see if I can't get him to give himself up!

Now, Son . . . Oh, can I refer to you as a "Son"?

Sure! And can I refer to you as a "Mother"?

Hear that? I'm gaining already! Son, it's very naughty to steal! You understand?

Oh, yes, sir, Mr. Police Officer!

Now, since this is your first offense, we're not going to punish you! But it would be nice if you came down to the Station House and stayed with us for a while . . . like ten-to-twenty years!

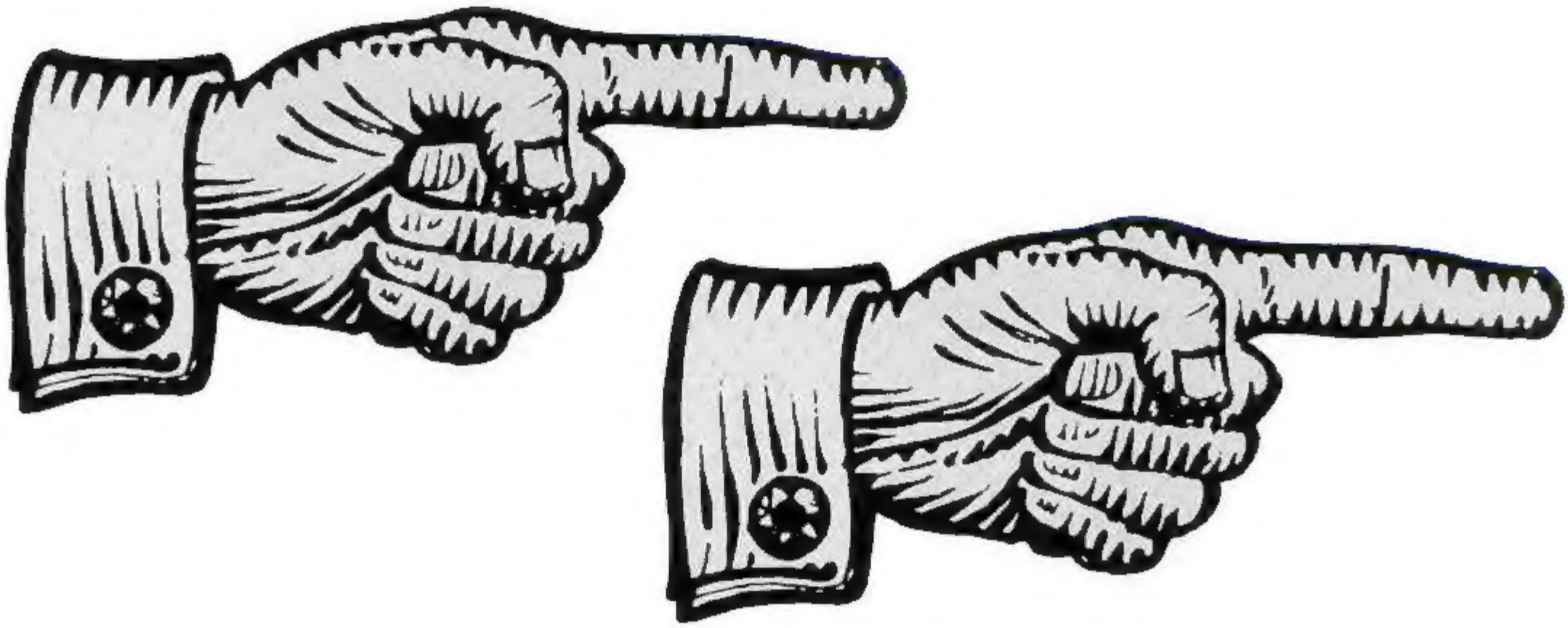
I'd sure like that fine, Mr. Policeman!

I see it . . . and I hear it, but I don't believe it!

Well, you can join the millions of others who watch it every Monday night on television, and don't believe it either!

Nothing to see here!

Please skip ahead.



WHAT LOOKS LIKE THE SUREST, FASTEST TRANSPORTATION TO WASHINGTON THIS YEAR?

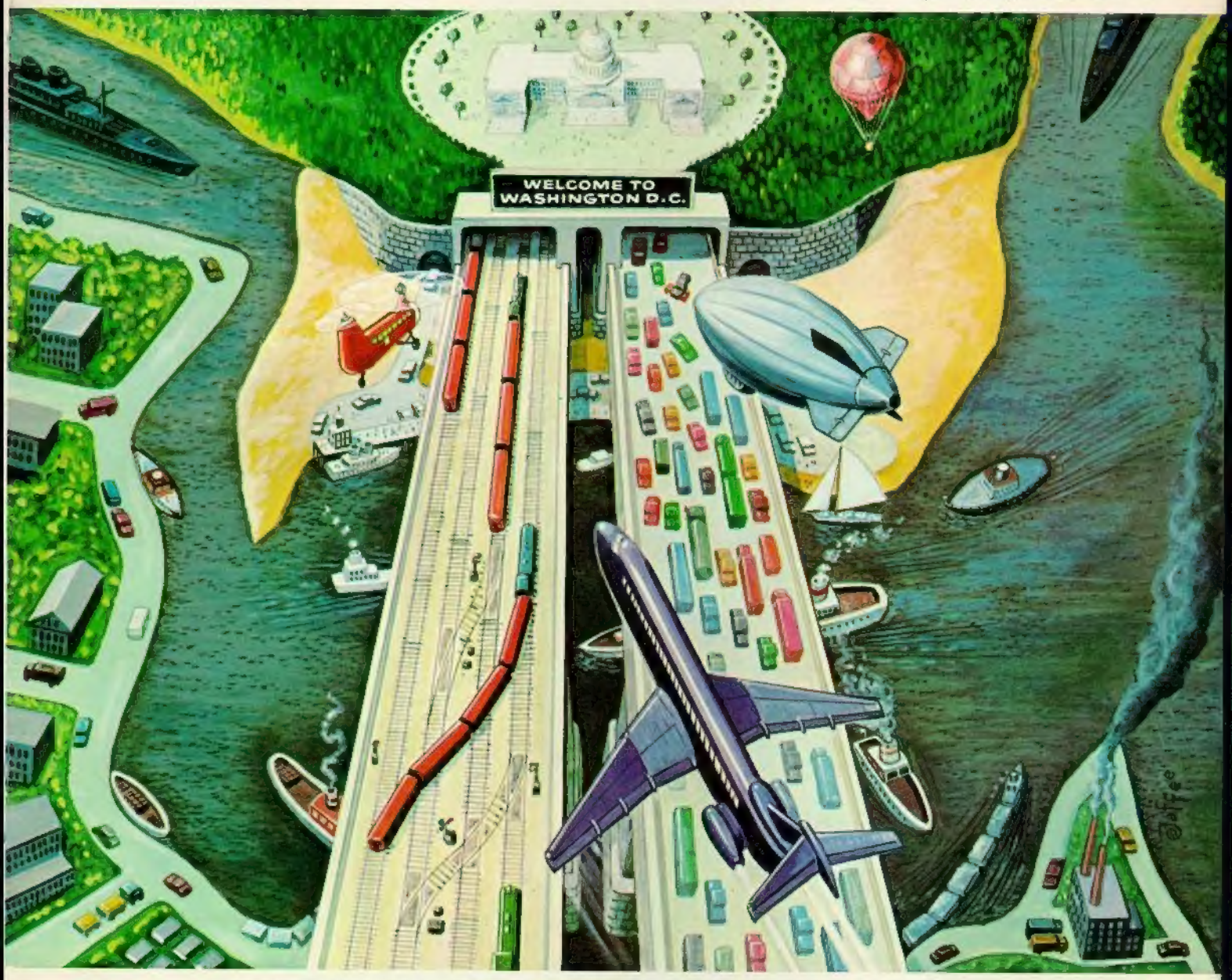
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

If you've ever dreamed of taking a trip to our nation's capitol, Washington, D.C. (And what red-blooded American hasn't!), this is the year to attempt the journey! Because it may be easier than ever to get there—*if you know how!* To learn the way, fold in the page.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"



RISING TRAFFIC AND CROWDED TRAVEL ROUTES HAVE MADE THE TRIP TO WASHINGTON D.C. A NIGHTMARISH VOYAGE. DEMORALIZED FARE-PAYING TRAVELLERS ARE TREATED LIKE CRATED LIVESTOCK. BUT THIS YEAR, FATE MIGHT HAVE DONATED AN IDEA THAT COULD BE THE FUTURE'S TRAVEL KEY!

ARTIST & WRITER: AL JAFFEE

A▸ ◂B

WHAT LOOKS LIKE THE SUREST, FASTEST TRANSPORTATION TO WASHINGTON THIS YEAR?

FOLD PAGE OVER LIKE THIS!

A | ◀B FOLD BACK SO "A" MEETS "B"

RIDE
THE DEMO-

ARTIST & WRITER:
AL JAFFEE

CRAT
DONKEY!

A▶◀B

MORALITY...THEN

...AND NOW

CONCEIVED BY: MAX BRANDEL ARTIST: PAUL COKER, JR.